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A statistical study of retail sales for representative categories of sporting goods and recreational equipment

The Sporting Goods Market in 1988

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NSGA National Sporting Goods Association
1699 Wall St., Mt. Prospect, IL 60056

The Sporting Goods Market in 1988

Funded in part by NSGA World Sports Expo '88 and the NSGA Fall Market

A statistical study of retail sales for
representative categories of sporting
goods and recreational equipment

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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1986 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1987 consumer purchases from a survey of 80,000 households. Most fall/winter items are based on purchases during the calendar year. Most spring/summer products are based on purchases during the 1987 season (October 1986-September 1987). Projections of 1980-1987 sales were based on all U.S. households. In 1987, there were 89.5 million households. Before 1980, the consumer panel included only family households. Projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 52 products were included in the study. Replies were received from approximately 72% of the sample.

The Sport & Athletic Clothing category represents our effort to more fully represent soft goods sales. While it does not include all athletic clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only skiwear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the most recent purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of $325 per product, with discounts for multiple report purchases. Also, the fact that we have identified recent purchasers of 52 different products means that follow-up studies among recent owners can easily be done on specific products. To obtain further market research information, contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 400,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.4% of the U.S. households live in New England, and 5.4% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1986. Not included in 1986 consumer survey.
(b) Estimated for 1987. Not included in 1987 consumer survey.
(c) 1976-79 projections were based on family households.
(e) Estimated. Not included in consumer survey for that year.
N.A. Not available.
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1986	1987	1988 Forecast	Percent Increase 1988 vs. 1987
Athletic & Sport Clothing				
Athletic Socks	$ 453.5	$ 476.2	$ 500.0	5%
Bathing Suits	771.9	798.9	839.0	5
Golf Clothing	216.4	205.6	206.0	-
Leotards/Body Suits	142.3	132.3	136.0	3
Parkas - Down/Fiber Filled	224.3	224.3	229.0	2
Shorts - Elastic Waist	231.1	262.7	281.0	7
Skiwear	280.4	334.7	368.0	10
Sweat Pants	457.2	547.5	575.0	5
Sweatshirts/Tops	673.0	924.0	970.0	5
Tennis Clothing	128.4	128.4	132.0	3
Vests - Down/Fiber Filled	144.7	130.2	130.0	-
Warm-up Suits	490.1	480.3	480.0	-
	$4,213.4	$4,645.1	$4,846.0	4%
Athletic & Sport Footwear				
Aerobic Shoes	$ 332.8	$ 401.2	$ 341.0	(15%)
Baseball/Softball Shoes	95.8	94.5	96.0	2
Basketball Shoes	154.3	169.3	188.0	11
Bowling Shoes	34.5	36.2	36.0	(1)
Football Shoes	45.0	50.2	52.0	4
Golf Shoes	120.0	130.2	139.0	7
Gym Shoes/Sneakers	642.4	692.6	727.0	5
Hiking Shoes/Boots	120.6	149.8	165.0	10
Hunting Boots	67.0	67.0	67.0	-
Jogging/Running Shoes	476.3	474.9	451.0	(5)
Racquetball Shoes	31.3	31.3	31.0	(1)
Soccer Shoes	72.5	72.7	76.0	5
Tennis Shoes	416.8	367.2	397.0	8
Walking Shoes	368.4	511.5	614.0	20
Workout/Fitness Shoes	150.7	197.0	197.0	-
	$3,128.3	$3,445.4	$3,577.0	4%
Athletic & Sport Equipment				
Archery	$ 213.8	$ 213.8	$ 214.0	-%
Baseball & Softball	180.1	173.3	180.0	4
Basketball	90.8	102.2	111.0	9
Billiards	103.5	90.4	90.0	-
Bowling Accessories	113.7	129.4	133.0	3

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1986	1987	1988 Forecast	Percent Increase 1988 vs. 1987
Athletic & Sport Equipment-Cont.				
Camping	$ 820.8	$ 857.7	$ 901.0	5%
Exercise	1,192.4	1,058.9	1,059.0	-
Firearms & Hunting	1,675.3	1,804.4	1,877.0	4
Fishing Tackle	773.3	829.8	880.0	6
Football	54.6	61.2	64.0	5
Golf	828.2	956.9	1,024.0	7
Ice Skates & Hockey	82.7	76.4	76.0	(1)
Optics	358.3	375.0	394.0	5
Racquetball	61.1	65.4	67.0	2
Roller Skates	41.2	45.0	48.0	7
Skateboards	124.7	124.7	125.0	-
Skin Diving & Scuba Gear	81.9	83.0	87.0	5
Snow Skiing				
Downhill	498.5	530.6	573.0	8
Cross-Country	123.3	130.8	140.0	7
Soccer	29.1	31.9	33.0	3
Table Tennis	30.5	30.5	31.0	2
Tennis	240.7	237.6	247.0	4
Volleyballs & Badminton Sets	27.8	29.2	31.0	6
Water Skis	131.3	148.1	157.0	6
Athletic Goods Team Sales	1,536.5	1,582.6	1,630.0	3
Total Equipment	$ 9,414.1	$ 9,768.8	$10,172.0	4%
Sub-total	$16,755.8	$17,859.3	$18,595.0	4%
Recreational Transport				
Bicycles & Supplies	$2,357.0*	$2,272.0	$2,291.0	1%
Pleasure Boats, Motors & Accessories	7,372.0	8,906.0	9,351.0	5
Recreational Vehicles	3,940.0	4,507.0	4,705.0	4
Snowmobiles	177.0	188.0	200.0	6
Total Recreational Transport	$13,846.0	$15,873.0	$16,547.0	4%
Total All Products	$30,601.8	$33,732.3	$35,142.0	4%

* Revised

ATHLETIC AND SPORT CLOTHING

1987 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Athletic Socks			$ 476,200		5%	(a)(b)
Bathing Suits	31,245	$25.57	798,935	(5%)	4	
Golf Clothing			205,600		(5)	(a)
Leotards/Body Suits			132,300		(7)	(b)
Parkas (down & fiber filled)			224,300		-	(a)(b)
Shorts (elastic-waist)	22,470	11.69	262,674		14	(a)
Skiwear			334,700		19	
Sweat Pants	41,200	13.29	547,548	13	20	
Sweatshirts/Tops	59,080	15.64	924,011	20	37	
Tennis Clothing			128,400		-	(b)
Vests (down & fiber filled)			130,200		(10)	(a)(b)
Warm-up Suits	14,150	33.94	480,251	(2)	(2)	
Total			$4,645,119		10%	

Note: 1986 sales projections for golf clothing, shorts (elastic-waist), sweat pants and sweatshirts/tops have been revised.

BATHING SUITS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.0	$24.24
Specialty Sport Shops	7.2	31.65
Pro Shops	0.3	*
Discount Stores	17.2	16.96
Department Stores	48.2	26.99
Mail Order	8.5	25.46
Catalog Showrooms	0.8	*
Other Outlets	10.8	29.87
Total	100.0	$25.57

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	781.8	(e)
1981	43.2	860.0	
1982	34.0	709.3	
1983	35.3	765.7	
1984	32.4	704.4	
1985	31.3	694.5	
1986	32.9	771.9	
1987	31.2	798.9	

ATHLETIC AND SPORT CLOTHING

GOLF CLOTHING

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Annual Expenditure
Sporting Goods Stores	13.4	$56.52
Specialty Sport Shops	12.7	98.18
Pro Shops	41.5	81.81
Discount Stores	8.0	43.42
Department Stores	15.4	76.26
Mail Order	4.3	*
Catalog Showrooms	--	--
Other Outlets	4.7	*
Total	100.0	$79.97

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		88.4 (c)
1980		188.6 (e)
1981		198.0
1982		204.0 (e)
1983		210.0
1984		218.4
1985		216.4
1986		216.4 (e)
1987		205.6

SHORTS (ELASTIC WAIST)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.2	$11.38
Specialty Sport Shops	7.3	*
Pro Shops	2.8	*
Discount Stores	30.5	8.11
Department Stores	29.1	13.85
Mail Order	3.6	*
Catalog Showrooms	2.0	*
Other Outlets	8.5	11.43
Total	100.0	$11.69

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	303.6 (e)
1981	43.0	334.0
1982	32.0	283.8
1983	N.A.	212.9 (e)
1984	19.1	210.1
1985	N.A.	210.1 (e)
1986	N.A.	231.1 (e)
1987	22.5	262.7

ATHLETIC AND SPORT CLOTHING

SKIWEAR

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Dollars	Average Annual Expenditure
Sporting Goods Stores	41.6	$116.48
Specialty Sport Shops	33.2	179.76
Pro Shops	3.0	*
Discount Stores	4.9	*
Department Stores	9.6	86.54
Mail Order	2.7	*
Catalog Showrooms	1.4	*
Other Outlets	3.6	*
Total	100.0	$132.42

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		138.3 (c)(e)
1977		172.9 (c)(e)
1978		207.5 (c)
1979		203.0 (c)
1980		271.2
1981		257.7
1982		231.9
1983		263.1
1984		285.9
1985		303.1
1986		280.4
1987		334.7

SWEAT PANTS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.9	$16.33
Specialty Sport Shops	3.8	18.08
Pro Shops	0.5	*
Discount Stores	39.4	9.88
Department Stores	33.9	14.81
Mail Order	4.0	20.23
Catalog Showrooms	0.6	*
Other Outlets	9.9	13.59
Total	100.0	$13.29

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	298.9 (e)
1986	36.5	457.2
1987	41.2	547.5

ATHLETIC AND SPORT CLOTHING

SWEATSHIRTS/TOPS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.1	$18.28
Specialty Sport Shops	4.8	21.76
Pro Shops	0.7	*
Discount Stores	34.1	11.52
Department Stores	34.6	17.35
Mail Order	4.0	20.00
Catalog Showrooms	0.6	*
Other Outlets	12.1	16.70
Total	100.0	$15.64

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	153.2 (e)
1981	18.7	191.5
1982	N.A.	212.6 (e)
1983	20.1	261.0
1984	N.A.	300.2 (e)
1985	N.A.	436.2 (e)
1986	49.2	673.0
1987	59.1	924.0

WARM-UP SUITS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.1	$46.36
Specialty Sport Shops	4.7	47.87
Pro Shops	1.1	*
Discount Stores	26.7	25.35
Department Stores	41.7	33.62
Mail Order	4.4	35.63
Catalog Showrooms	0.4	*
Other Outlets	7.9	32.22
Total	100.0	$33.94

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.5	132.8 (c)
1977	11.4	236.1 (c)
1978	7.5	168.8 (c)
1979	7.4	188.8 (c)
1980	11.8	355.0
1981	13.1	352.2
1982	15.8	448.9
1983	21.0	631.7
1984	21.7	700.1
1985	17.6	564.2
1986	14.4	490.1
1987	14.2	480.3

ATHLETIC AND SPORT FOOTWEAR

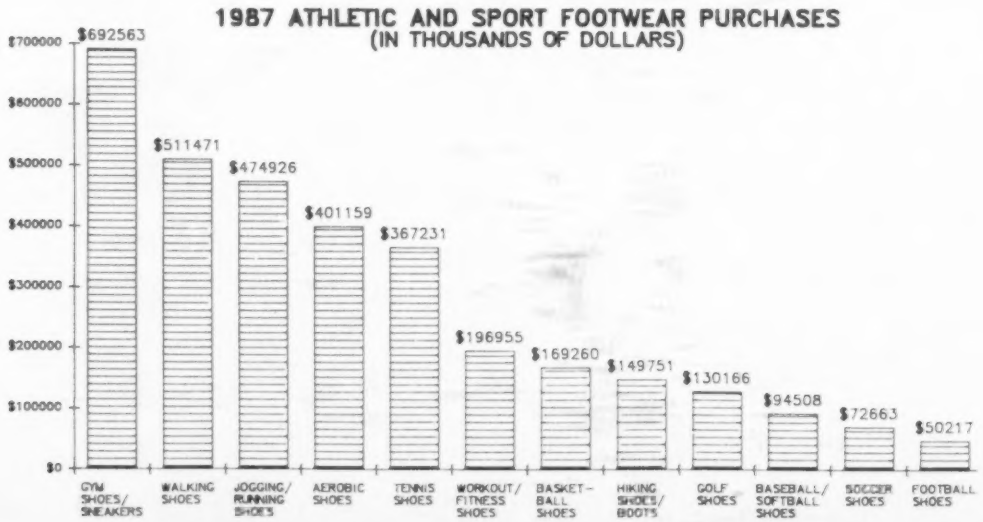
1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Dollars
Aerobic Shoes	12,197	$32.89	$ 401,159	13%	21%
Baseball/Softball	3,472	27.22	94,508	(10)	(1)
Basketball Shoes*	4,516	37.48	169,260	2	10
Bowling Shoes			36,200		5 (b)
Football Shoes	1,456	34.49	50,217		12 (a)
Golf Shoes	2,931	44.41	130,166		8 (a)
Gym Shoes/Sneakers**	27,202	25.46	692,563	(8)	8
Hiking Shoes/Boots	3,103	48.26	149,751	9	24
Hunting Boots			67,000		- (a)(b)
Jogging/Running	13,051	36.39	474,926	(13)	-
Racquetball Shoes			31,300		- (a)(b)
Soccer Shoes	2,863	25.38	72,663	(9)	-
Tennis Shoes	13,432	27.34	367,231	(18)	(12)
Walking Shoes**	14,347	35.65	511,471	28	39
Workout/Fitness	5,874	33.53	196,955	25	31
Total			$3,445,370		10%

* This category is significantly understated; it is likely many consumers record such purchases as "gym shoes".

** These categories are based on consumer perception and may include footwear more accurately placed in other footwear categories.

Note: 1986 sales projections for basketball shoes, football shoes, gym shoes/sneakers, jogging/running shoes and tennis shoes have been revised.



ATHLETIC AND SPORT FOOTWEAR

AEROBIC SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.6	$37.96
Specialty Athletic Footwear Stores	18.1	40.95
Specialty Sport Shops	2.5	35.70
Pro Shops	0.4	*
Discount Stores	20.9	21.02
Department Stores	27.4	33.09
Mail Order	1.7	34.29
Catalog Showrooms	0.2	*
Other Outlets	10.2	31.34
Total	100.0	$32.89

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	9.7 (e)
1983	1.1	29.3
1984	1.9	53.9
1985	5.8	177.5
1986	10.8	332.8
1987	12.2	401.2

BASEBALL/SOFTBALL SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	37.7	$29.45
Specialty Athletic Footwear Stores	18.5	31.89
Specialty Sport Shops	4.0	*
Pro Shops	1.9	*
Discount Stores	22.8	19.05
Department Stores	9.0	27.12
Mail Order	0.8	*
Catalog Showrooms	0.3	*
Other Outlets	5.0	*
Total	100.0	$27.22

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.5	32.1 (c)
1977	2.8	38.2 (c)
1978	3.1	43.8 (c)
1979	2.7	45.0 (c)
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9
1983	3.2	65.9
1984	3.7	87.0
1985	4.0	102.9
1986	3.8	95.8
1987	3.5	94.5

ATHLETIC AND SPORT FOOTWEAR

BASKETBALL SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	26.2	$40.44
Specialty Athletic Footwear Stores	21.8	43.70
Specialty Sport Shops	3.6	*
Pro Shops	1.0	*
Discount Stores	15.6	26.43
Department Stores	19.9	34.18
Mail Order	1.4	*
Catalog Showrooms	--	--
Other Outlets	10.5	35.05
Total	100.0	$37.48

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	4.7	75.1 (c)
1977	5.0	83.6 (c)
1978	4.8	97.6 (c)
1979	5.2	118.7 (c)
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5
1983	4.0	119.2
1984	4.9	158.5
1985	5.6	185.4
1986	4.4	154.3
1987	4.5	169.3

FOOTBALL SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	41.6	$37.14
Specialty Athletic Footwear Stores	12.8	37.00
Specialty Sport Shops	7.4	*
Pro Shops	2.1	*
Discount Stores	13.8	23.50
Department Stores	10.6	30.80
Mail Order	1.6	*
Catalog Showrooms	--	--
Other Outlets	10.1	*
Total	100.0	$34.49

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	22.8 (c)
1977	1.6	24.4 (c)
1978	1.5	25.1 (c)
1979	1.3	25.3 (c)
1980	1.3	29.4
1981	N.A.	32.3 (e)
1982	N.A.	33.9 (e)
1983	1.5	38.0
1984	N.A.	39.9 (e)
1985	N.A.	40.0 (e)
1986	N.A.	45.0 (e)
1987	1.5	50.2

ATHLETIC AND SPORT FOOTWEAR

GOLF SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.7	$43.67
Specialty Athletic Footwear Stores	5.2	*
Specialty Sport Shops	16.7	47.02
Pro Shops	26.9	53.05
Discount Stores	14.1	31.86
Department Stores	4.0	*
Mail Order	5.5	*
Catalog Showrooms	--	--
Other Outlets	4.9	*
Total	100.0	$44.41

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.4	64.9 (c)
1977	2.0	55.8 (c)
1978	1.6	47.8 (c)
1979	1.5	48.7 (c)
1980	N.A.	68.0 (e)
1981	1.9	78.4
1982	2.2	98.5
1983	2.5	115.3
1984	N.A.	109.6 (e)
1985	2.5	109.1
1986	N.A.	120.0 (e)
1987	2.9	130.2

GYM SHOES/SNEAKERS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.7	$36.07
Specialty Athletic Footwear Stores	13.8	36.54
Specialty Sport Shops	2.4	32.86
Pro Shops	0.3	*
Discount Stores	32.8	16.59
Department Stores	25.0	25.69
Mail Order	1.6	27.10
Catalog Showrooms	0.2	*
Other Outlets	13.2	24.89
Total	100.0	$25.46

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0 (e)
1978	42.1	511.9 (c)
1979	36.2	506.4 (c)
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8
1983	31.7	639.1
1984	32.1	669.3
1985	30.0	655.5
1986	29.5	642.4
1987	27.2	692.6

ATHLETIC AND SPORT FOOTWEAR

HIKING SHOES/BOOTS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.6	$59.68
Specialty Athletic Footwear Stores	6.7	46.04
Specialty Sport Shops	6.2	59.29
Pro Shops	0.9	*
Discount Stores	21.1	31.15
Department Stores	19.6	40.75
Mail Order	10.0	60.56
Catalog Showrooms	0.9	*
Other Outlets	17.0	54.69
Total	100.0	$48.26

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	46.0 (e)
1977	1.5	50.4 (c)
1978	1.2	44.4 (c)
1979	1.3	54.7 (c)
1980	2.1	92.2
1981	1.8	85.8
1982	N.A.	85.8 (e)
1983	N.A.	84.9 (e)
1984	N.A.	87.4 (e)
1985	2.4	97.6
1986	2.8	120.6
1987	3.1	149.8

JOGGING/RUNNING SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.5	$41.31
Specialty Athletic Footwear Stores	27.5	46.07
Specialty Sport Shops	3.2	44.37
Pro Shops	0.4	*
Discount Stores	19.1	22.73
Department Stores	18.2	29.03
Mail Order	2.6	48.86
Catalog Showrooms	0.2	*
Other Outlets	8.3	32.55
Total	100.0	$36.39

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	9.0	147.0 (c)
1978	13.0	238.6 (c)
1979	14.0	304.0 (c)
1980	16.3	397.3
1981	13.7	372.1
1982	15.4	421.0
1983	19.0	556.7
1984	19.4	590.8
1985	17.6	572.0
1986	15.0	476.3
1987	13.1	474.9

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	35.6	$28.83
Specialty Athletic Footwear Stores	15.6	28.21
Specialty Sport Shops	10.9	37.74
Pro Shops	0.5	*
Discount Stores	20.9	13.20
Department Stores	7.1	*
Mail Order	0.9	*
Catalog Showrooms	--	--
Other Outlets	8.5	*
Total	100.0	$25.38

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5 (c)
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6
1983	3.1	64.7
1984	3.2	73.2
1985	2.9	67.6
1986	3.2	72.5
1987	2.9	72.7

TENNIS SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.3	$35.23
Specialty Athletic Footwear Stores	13.1	38.88
Specialty Sport Shops	2.7	35.44
Pro Shops	0.8	*
Discount Stores	27.7	16.79
Department Stores	25.7	27.25
Mail Order	1.7	*
Catalog Showrooms	0.1	*
Other Outlets	10.9	24.95
Total	100.0	$27.34

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	12.5	183.9 (c)**
1977	29.0	389.5 (c)
1978	22.5	309.9 (c)
1979	20.5	317.3 (c)
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6
1983	14.1	339.8
1984	14.8	371.2
1985	18.7	469.7
1986	16.4	416.8
1987	13.4	367.2

** Does not include tennis style sport shoes.

ATHLETIC AND SPORT FOOTWEAR

WALKING SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.9	$38.93
Specialty Athletic Footwear Stores	17.8	42.29
Specialty Sport Shops	3.3	44.94
Pro Shops	0.4	*
Discount Stores	19.5	22.98
Department Stores	26.5	34.63
Mail Order	4.7	43.15
Catalog Showrooms	0.3	*
Other Outlets	15.6	39.43
Total	100.0	$35.65

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	263.2 (e)
1986	11.2	368.4
1987	14.3	511.5

WORKOUT/FITNESS SHOES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.0	$37.55
Specialty Athletic Footwear Stores	22.0	41.54
Specialty Sport Shops	2.3	*
Pro Shops	1.1	*
Discount Stores	19.6	22.23
Department Stores	26.4	31.84
Mail Order	2.3	*
Catalog Showrooms	0.9	*
Other Outlets	7.4	33.54
Total	100.0	$33.53

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	116.0 (e)
1986	4.7	150.7
1987	5.9	197.0

ATHLETIC & SPORT EQUIPMENT

BASEBALL AND SOFTBALL EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Gloves/Mitts	4,030	$28.22	$113,727	(12%)	(8%)	
Baseballs			24,300		5	(a)(b)
Aluminum Bats			35,300		5	(a)(b)
Total			$173,327		(4%)	

GLOVES/MITTS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	33.4	$38.36
Specialty Sport Shops	2.8	*
Pro Shops	0.9	*
Discount Stores	38.8	23.09
Department Stores	14.4	22.17
Mail Order	0.6	*
Catalog Showrooms	2.5	*
Other Outlets	6.6	17.90
Total	100.0	$28.22

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.9	65.1	(c)
1977	4.6	81.0	(c)
1978	4.0	73.7	(c)
1979	4.2	80.3	(c)
1980	4.0	92.2	
1981	3.3	92.0	
1982	3.4	85.6	
1983	3.6	96.7	
1984	4.0	101.5	
1985	4.4	122.0	
1986	4.6	123.4	
1987	4.0	113.7	

BASKETBALL EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Basketballs	3,508	$15.56	$ 54,584	12%	15%	
Backboards			47,600		10	(a)(b)
Total			$102,184		13%	

BASKETBALLS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.5	$20.02
Specialty Sport Shops	1.4	*
Pro Shops	2.0	*
Discount Stores	44.3	13.66
Department Stores	17.1	13.98
Mail Order	--	--
Catalog Showrooms	5.0	*
Other Outlets	6.7	13.50
Total	100.0	$15.56

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.8	37.7	(c)
1977	4.4	45.1	(c)
1978	3.0	33.9	(c)
1979	3.2	40.4	(c)
1980	3.2	39.7	
1981	2.7	38.4	
1982	2.3	32.6	
1983	2.4	37.3	
1984	2.8	45.0	
1985	2.5	38.5	
1986	3.1	47.5	
1987	3.5	54.6	

BICYCLES

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars
10-12-15-18+ Speed Bicycles	5,755	$161.59	$929,950	(5%)	(15%)
Total			$929,950		(15%)

10-12-15-18+ SPEED BICYCLES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	4.5	$173.00
Specialty Sport Shops	26.4	287.57
Pro Shops	1.4	*
Discount Stores	27.3	96.67
Department Stores	22.9	108.70
Mail Order	0.9	*
Catalog Showrooms	2.4	*
Other Outlets	14.2	137.31
Total	100.0	$161.59

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	655.6 (e)
1983	4.6	760.5
1984	4.7	764.7
1985	5.9	975.0
1986	6.1	1089.0
1987	5.8	930.0

BILLIARD EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Billiard/Pool Tables	116	$598.07	$69,376		(16%)	(a)
Supplies			21,000		-	(a)(b)
Total			$90,376		(13%)	

Note: 1986 sales projection for billiard/pool tables has been revised.

BILLIARD/POOL TABLES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.1	*
Specialty Sport Shops	21.4	*
Pro Shops	--	--
Discount Stores	--	--
Department Stores	50.1	*
Mail Order	--	--
Catalog Showrooms	--	--
Other Outlets	21.4	*
Total	100.0	$598.07

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	0.3	116.4	(c)
1977	0.2	93.9	(c)
1978	0.2	106.9	(c)
1979	0.3	173.1	(c)
1980	0.3	156.1	
1981	0.2	129.1	
1982	N.A.	107.0	(e)
1983	0.1	81.2	
1984	N.A.	81.9	(e)
1985	0.1	95.6	
1986	N.A.	82.5	(e)
1987	0.1	69.4	

BOWLING ACCESSORIES

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Balls	2,079	$47.57	$ 98,898		14%	(a)
Bags			30,500		13	(a)(b)
Total			$129,398		14%	

BOWLING BALLS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.5	$41.82
Specialty Sport Shops	12.8	51.39
Pro Shops	36.5	63.38
Discount Stores	25.1	29.24
Department Stores	4.1	*
Mail Order	1.4	*
Catalog Showrooms	--	--
Other Outlets	4.6	*
Total	100.0	$47.57

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	2.2	59.6	(c)
1977	2.4	67.9	(c)
1978	2.3	66.5	(c)
1979	2.2	67.9	(c)
1980	2.4	80.1	
1981	2.3	80.4	
1982	2.0.	77.7	
1983	2.0	78.7	
1984	2.0.	80.4	
1985	1.8	80.2	
1986	N.A.	86.6	(e)
1987	2.1	98.9	

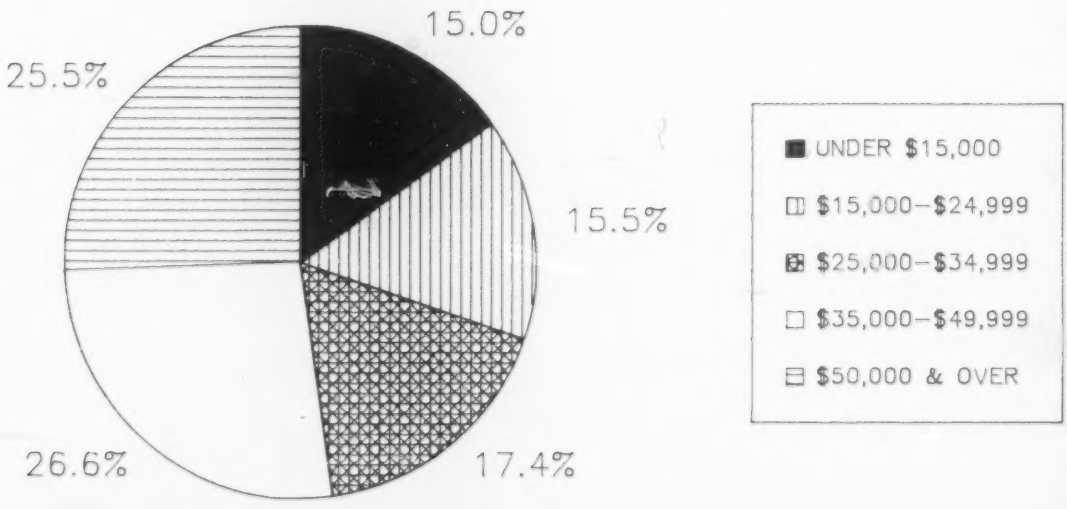
CAMPING EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Dollars	
Backpacks	4,302	$25.41	$109,314	(2%)	6%	
Camp Stoves	1,012	34.81	35,228		(14)	(a)
Heaters			10,500		(5)	(a)(b)
Ice Chests(1-Handle)	4,315	13.92	60,065		15	(a)
Ice Chests(2-Handles)	5,271	25.93	136,677		15	(a)
Jugs/Coolers	3,975	10.51	41,777		5	(a)
Lanterns(Battery)			20,000		5	(b)
Lanterns(Gas/Propane)			38,900		5	(b)
Sleeping Bags	4,697	39.33	184,733	4	2	
Tents						
1-2 person	1,025	50.19	51,445	(13)	(11)	
3 person or more	1,790	94.44	169,048	5	6	
Total			$857,687		4%	

Note: 1986 sales projections for backpacks, camp stoves, ice chests, sleeping bags, tents (1-2 person) and tents (3 person or more) have been revised.

SLEEPING BAG PURCHASES BY INCOME GROUP
(In Dollars)



CAMPING EQUIPMENT

BACKPACKS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.3	$43.73
Specialty Sport Shops	6.8	62.84
Pro Shops	--	--
Discount Stores	36.4	10.80
Department Stores	14.5	16.62
Mail order	5.7	43.24
Catalog Showrooms	3.3	*
Other Outlets	12.0	17.82
Total	100.0	$25.41

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	37.1 (c)
1977	1.6	36.0 (c)
1978	1.4	32.7 (c)
1979	1.6	40.5 (c)
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5
1983	3.0	95.9
1984	3.1	75.4
1985	4.3	90.5
1986	4.4	103.1
1987	4.3	109.3

CAMP STOVES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.0	$36.23
Specialty Sport Shops	7.0	*
Pro Shops	--	--
Discount Stores	34.9	34.74
Department Stores	18.2	34.81
Mail Order	4.2	*
Catalog Showrooms	3.5	*
Other Outlets	11.2	*
Total	100.0	$34.81

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	35.0 (e)
1977	N.A.	33.3 (e)
1978	1.3	31.9 (c)
1979	N.A.	32.0 (e)
1980	1.3	35.3
1981	N.A.	35.3 (e)
1982	1.1	32.0
1983	N.A.	37.5 (e)
1984	1.1	40.0
1985	N.A.	40.8 (e)
1986	N.A.	40.8 (e)
1987	1.0	35.2

CAMPING EQUIPMENT

ICE CHESTS (1-HANDLE HARD-SIDED)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.0	$17.18
Specialty Sport Shops	0.9	*
Pro Shops	0.2	*
Discount Stores	59.2	13.29
Department Stores	13.3	15.32
Mail Order	1.1	*
Catalog Showrooms	3.8	16.24
Other Outlets	15.5	12.78
Total	100.0	$13.92

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	***	***	(c)
1977	***	***	(c)
1978	***	***	(c)
1979	***	***	(c)
1980	N.A.	***	
1981	N.A.	***	
1982	N.A.	***	
1983	N.A.	***	
1984	N.A.	***	
1985	N.A.	***	
1986	N.A.	52.2	(e)
1987	4.3	60.1	

*** Combined with 2-Handle Ice Chests.

ICE CHESTS (2-HANDLES HARD-SIDED)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.7	$35.37
Specialty Sport Shops	1.6	*
Pro Shops	0.3	*
Discount Stores	59.3	24.00
Department Stores	12.7	23.67
Mail Order	0.9	*
Catalog Showrooms	5.8	31.44
Other Outlets	11.7	23.89
Total	100.0	$25.93

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	6.6	92.9	(c)**
1977	7.3	98.7	(c)**
1978	6.3	98.3	(c)**
1979	6.6	100.5	(c)**
1980	N.A.	115.6	(e)**
1981	N.A.	132.9	(e)**
1982	N.A.	133.0	(e)**
1983	N.A.	140.0	(e)**
1984	N.A.	147.0	(e)**
1985	N.A.	154.4	(e)**
1986	N.A.	118.9	(e)
1987	5.3	136.7	

** Includes 1-Handle Ice Chests.

CAMPING EQUIPMENT

JUGS/COOLERS (OVER 1/2 GALLON)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.0	$13.08
Specialty Sport Shops	1.0	*
Pro Shops	--	--
Discount Stores	55.0	10.03
Department Stores	10.8	10.53
Mail Order	2.5	*
Catalog Showrooms	6.8	14.89
Other Outlets	17.9	9.44
Total	100.0	$10.51

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	N.A.
1984	N.A.	N.A.
1985	N.A.	N.A.
1986	N.A.	39.8 (e)
1987	4.0	41.8

SLEEPING BAGS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.1	$51.07
Specialty Sport Shops	5.4	*
Pro Shops	--	--
Discount Stores	35.3	29.02
Department Stores	23.9	29.45
Mail Order	6.0	*
Catalog Showrooms	2.3	*
Other Outlets	7.0	33.95
Total	100.0	$39.33

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	6.4	151.9 (c)
1977	5.1	130.8 (c)
1978	4.5	114.3 (c)
1979	4.0	103.5 (c)
1980	6.0	201.3
1981	4.6	176.9
1982	N.A.	211.6 (e)
1983	5.5	230.6
1984	4.5	166.8
1985	5.3	195.8 **
1986	4.5	180.9
1987	4.7	184.7

** Specifically includes slumber bags.

CAMPING EQUIPMENT

TENTS (1-2 PERSON)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.0	$56.55
Specialty Sport Shops	7.5	*
Pro Shops	--	--
Discount Stores	35.4	31.81
Department Stores	21.1	45.42
Mail Order	6.1	*
Catalog Showrooms	6.1	*
Other Outlets	8.8	*
Total	100.0	$50.19

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.7	120.9 ** (c)
1977	1.3	96.7 ** (c)
1978	1.5	109.7 ** (c)
1979	1.3	109.4 ** (c)
1980	1.8	181.5 **
1981	1.8	183.5 **
1982	2.1	217.2 **
1983	2.4	238.9 **
1984	1.0	65.3
1985	1.1	52.6
1986	1.2	58.0
1987	1.0	51.4

** Includes 3 person or more tents.

TENTS (3 PERSON OR MORE)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.2	$116.80
Specialty Sport Shops	3.2	*
Pro Shops	0.4	*
Discount Stores	32.8	72.12
Department Stores	30.0	92.08
Mail Order	5.5	*
Catalog Showrooms	3.2	*
Other Outlets	4.7	*
Total	100.0	$94.44

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	***	*** (c)
1977	***	*** (c)
1978	***	*** (c)
1979	***	*** (c)
1980	***	***
1981	***	***
1982	***	***
1983	***	***
1984	1.5	155.9
1985	1.4	138.6
1986	1.7	160.0
1987	1.8	169.0

*** Combined with 1-2 person tents.

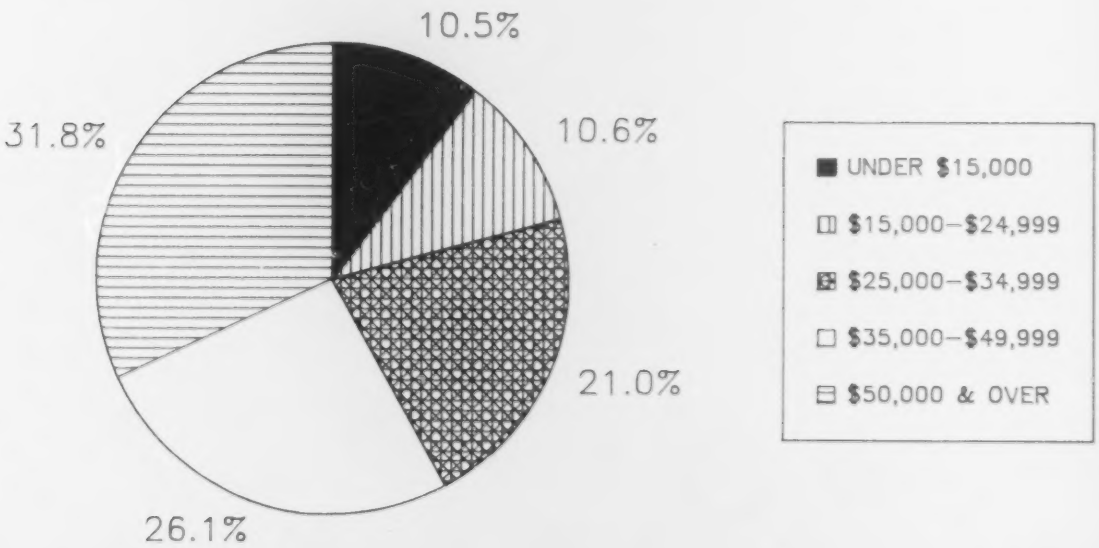
EXERCISE EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Dollars	
Barbells/Weight Sets	1,996	45.25	90,319	(9%)	(5%)	
Exercise Bicycles	2,813	131.87	370,950	(14)	(13)	
Hand/Wrist/ Ankle Weights			31,150		-	(b)
Inversion Equipment			2,400		(50)	(a)(b)
Jogging Trampolines			6,500		(50)	(a)(b)
Jump Ropes			13,000		-	(a)(b)
Multi-Purpose Home Gyms	586	$325.55	$ 190,772	(22)	(18)	
Rowing Machines	1,217	120.83	147,050	(31)	(32)	
Spring Tension Exercisers			17,400		-	(a)(b)
Treadmills	290	408.27	118,398	6	39	
Weight Benches	824	86.07	70,922	13	19	
Total			$1,058,861		(11%)	

Note: 1986 sales projection for barbells/weight sets has been revised.

EXERCISE BICYCLE PURCHASES BY INCOME GROUP
(In Dollars)



EXERCISE EQUIPMENT

BARBELLS/WEIGHT SETS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.6	$59.93
Specialty Sport Shops	3.9	*
Pro Shops	1.0	*
Discount Stores	32.4	34.68
Department Stores	26.0	43.38
Mail Order	2.9	*
Catalog Showrooms	8.3	*
Other Outlets	3.9	*
Total	100.0	$45.25

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.5	50.0 (c)
1978	1.7	57.0 (c)
1979	1.6	58.3 (c)
1980	2.9	134.6
1981	2.7	135.1
1982	2.8	111.5
1983	3.0	141.7
1984	3.0	113.5
1985	2.7	116.1
1986	2.2	95.6
1987	2.0	90.3

MULTI-PURPOSE HOME GYMS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.3	*
Specialty Sport Shops	2.6	*
Pro Shops	--	--
Discount Stores	20.5	*
Department Stores	42.2	$312.70
Mail Order	14.1	*
Catalog Showrooms	7.7	*
Other Outlets	2.6	*
Total	100.0	$325.55

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	130.0 (e)
1983	0.7	192.5
1984	1.0	216.8
1985	1.2	233.7
1986	0.8	231.3
1987	0.6	190.8

EXERCISE EQUIPMENT

ROWING MACHINES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.0	*
Specialty Sport Shops	7.8	*
Pro Shops	--	--
Discount Stores	24.0	$ 69.89
Department Stores	35.2	123.31
Mail Order	10.4	*
Catalog Showrooms	5.8	*
Other Outlets	5.8	*
Total	100.0	$120.83

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	23.0 (e)
1983	0.4	64.2
1984	1.1	146.6
1985	1.8	245.1
1986	1.8	217.2
1987	1.2	147.1

STATIONARY EXERCISE BICYCLES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.6	$234.69
Specialty Sport Shops	7.0	331.89
Pro Shops	0.3	*
Discount Stores	25.8	79.35
Department Stores	33.2	121.52
Mail Order	6.3	122.38
Catalog Showrooms	9.6	96.78
Other Outlets	10.2	113.62
Total	100.0	$131.87

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	0.6	43.2 (c)
1978	0.8	63.7 (c)
1979	0.8	78.2 (c)
1980	1.0	102.5
1981	1.5	163.2
1982	N.A.	221.4 (e)
1983	2.4	274.5
1984	2.9	342.8
1985	3.2	388.0
1986	3.3	424.3
1987	2.8	371.0

EXERCISE EQUIPMENT

TREADMILLS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.5	*
Specialty Sport Shops	7.5	*
Pro Shops	--	--
Discount Stores	15.0	*
Department Stores	50.0	$388.65
Mail Order	5.0	*
Catalog Showrooms	10.0	*
Other Outlets	5.0	*
Total	100.0	$408.27

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	38.0 (e)
1983	N.A.	42.3 (e)
1984	0.1	45.3
1985	N.A.	49.8 (e)
1986	0.3	85.3
1987	0.3	118.4

WEIGHT BENCHES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	13.3	*
Specialty Sport Shops	2.9	*
Pro Shops	1.0	*
Discount Stores	34.2	$71.78
Department Stores	34.2	89.72
Mail Order	1.0	*
Catalog Showrooms	6.7	*
Other Outlets	6.7	*
Total	100.0	$86.07

1976-1987 CONSUMER PURCHASES (in millions)

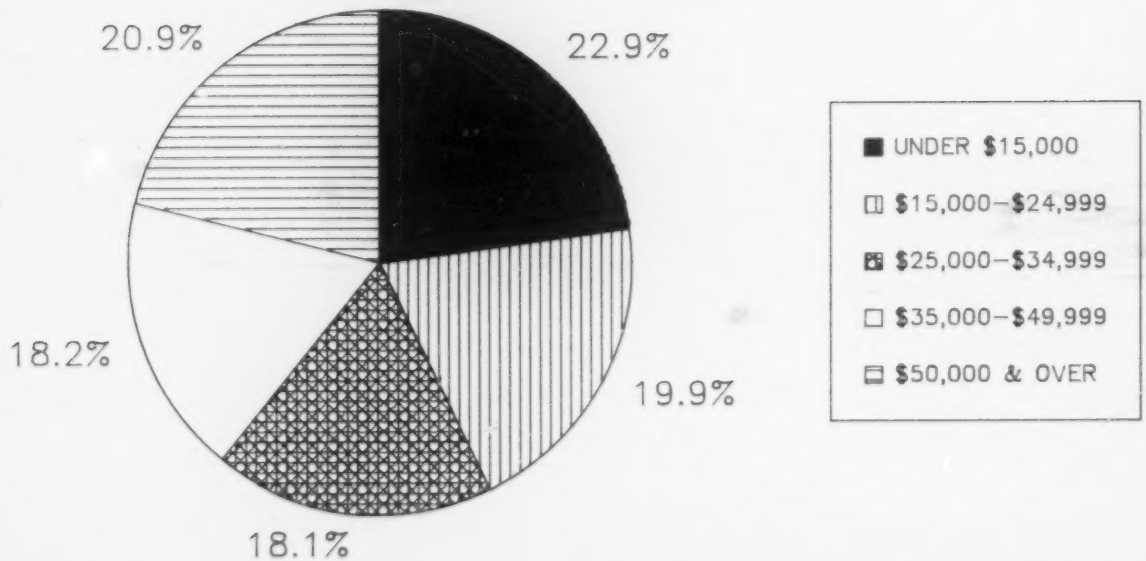
Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	1.0	49.4 (c)
1980	N.A.	74.1 (e)
1981	N.A.	70.5 (e)
1982	1.1	76.1
1983	N.A.	91.3 (e)
1984	1.0	68.6
1985	0.9	76.2
1986	0.7	59.4
1987	0.8	70.9

FIREARMS AND HUNTING EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Rifles	1,342	217.26	291,563	7%	30%	
Shotguns	1,036	$245.28	$ 254,110	(7)	(5)	
Airguns			94,700		5	(a)(b)
Ammunition			599,700		10	(a)(b)
Folding Lockback Knives			58,400		-	(b)
Handguns			363,500		5	(a)(b)
Hunting Clothing			93,400		-	(a)(b)
Reloading Equipment			49,000		-	(a)(b)
Total			$1,804,373		8%	

RIFLE PURCHASES BY INCOME GROUP
(In Dollars)



FIREARMS AND HUNTING EQUIPMENT

RIFLES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	30.6	$247.82
Specialty Sport Shops	13.1	285.24
Pro Shops	0.6	*
Discount Stores	24.4	154.46
Department Stores	1.9	*
Mail Order	4.4	*
Catalog Showrooms	3.1	*
Other Outlets	21.9	220.74
Total	100.0	$217.26

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.0	200.0 (c)
1977	1.9	249.5 (c)
1978	1.9	273.1 (c)
1979	1.9	275.9 (c)
1980	1.7	286.1
1981	1.4	287.0
1982	1.4	246.7
1983	1.3	277.5
1984	1.3	302.8
1985	1.4	313.0
1986	1.3	224.7
1987	1.3	291.6

SHOTGUNS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	35.0	$262.45
Specialty Sport Shops	11.7	*
Pro Shops	0.8	*
Discount Stores	21.7	217.42
Department Stores	3.3	*
Mail Order	1.7	*
Catalog Showrooms	3.3	*
Other Outlets	22.5	256.30
Total	100.0	$245.28

1976-1987 CONSUMER PURCHASES (in millions)

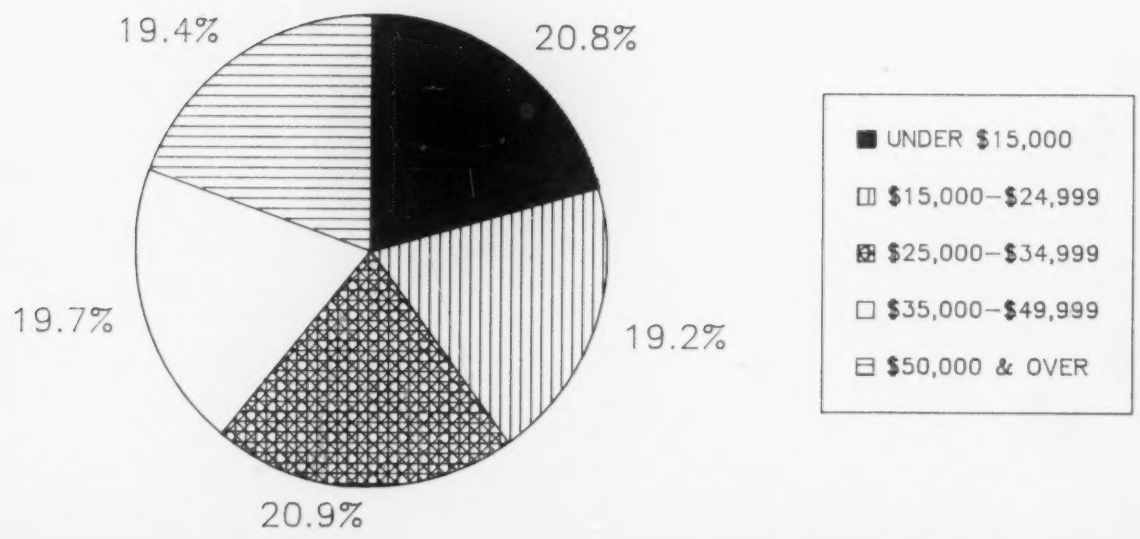
Year	Units	Dollars
1976	1.6	200.0 (c)
1977	1.6	240.3 (c)
1978	1.6	264.6 (c)
1979	1.5	285.3 (c)
1980	1.5	281.3
1981	1.3	252.0
1982	1.1	272.1
1983	1.2	270.7
1984	1.2	265.6
1985	1.3	278.1
1986	1.1	268.1
1987	1.0	254.1

FISHING TACKLE

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Dollars	
Rod - Reel Combinations	7,876	$35.99	$283,457	(9%)	-%	
Reels - Separate	4,568	31.08	141,973	5	16	
Rods - Separate			143,700		10	(a)(b)
Tackle Boxes			45,100		10	(a)(b)
Lures			169,500		10	(a)(b)
Lines, Terminal Tackle & Other Accessories			46,100		10	(a)(b)
Total			$829,830		7%	

ROD–REEL COMBINATION PURCHASES BY INCOME GROUP
(In Dollars)



FISHING TACKLE

REELS (SEPARATE)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	28.3	$41.80
Specialty Sport Shops	4.2	*
Pro Shops	1.0	*
Discount Stores	39.8	25.64
Department Stores	10.0	25.45
Mail Order	5.1	*
Catalog Showrooms	2.3	*
Other Outlets	9.3	24.79
Total	100.0	$31.08

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	113.4 (c)
1977	5.5	97.7 (c)
1978	5.3	102.7 (c)
1979	5.3	117.0 (c)
1980	4.2	93.2
1981	4.1	113.5
1982	N.A.	107.8 (e)
1983	N.A.	105.0 (e)
1984	4.1	118.7
1985	3.9	108.2
1986	4.3	122.5
1987	4.6	142.0

ROD-REEL COMBINATIONS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.8	$51.83
Specialty Sport Shops	4.3	63.29
Pro Shops	0.9	*
Discount Stores	47.2	29.96
Department Stores	9.5	32.40
Mail Order	9.9	25.20
Catalog Showrooms	2.9	*
Other Outlets	6.5	35.81
Total	100.0	$35.99

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	133.7 (c)
1977	8.5	176.0 (c)
1978	6.0	125.4 (c)
1979	5.0	139.6 (c)
1980	6.9	196.1
1981	7.3	245.7
1982	6.3	209.1
1983	N.A.	210.0 (e)
1984	6.0	181.6
1985	6.7	241.3
1986	8.7	283.2
1987	7.9	283.5

FOOTBALL EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Footballs	2,298	$14.31	$32,884		14%	(a)
Helmets & Protective Equipment			28,300		10	(a)(b)
Total			$61,184		12%	

FOOTBALLS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.8	$21.23
Specialty Sport Shops	0.8	*
Pro Shops	0.4	*
Discount Stores	45.3	12.38
Department Stores	21.9	15.09
Mail Order	0.4	*
Catalog Showrooms	5.7	*
Other Outlets	9.7	10.63
Total	100.0	$14.31

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	3.2	30.5	(c)
1977	3.3	33.4	(c)
1978	2.4	27.1	(c)
1979	2.7	29.3	(c)
1980	N.A.	N.A.	
1981	N.A.	N.A.	
1982	N.A.	N.A.	
1983	1.8	27.3	
1984	N.A.	27.6	(e)
1985	N.A.	28.4	(e)
1986	N.A.	28.9	(e)
1987	2.3	32.9	

GOLF EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Clubs (Individual)	14,162	$40.96	$580,076	14%	22%	
Balls (Dozen)			226,500		7	(b)
Bags			125,200		8	(a)(b)
Carts			25,100		7	(a)(b)
Total			$956,876		16%	

SETS OF CLUBS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.1	$258.37
Specialty Sport Shops	17.3	288.16
Pro Shops	32.2	349.60
Discount Stores	10.6	146.96
Department Stores	6.7	*
Mail Order	2.4	*
Catalog Showrooms	1.6	*
Other Outlets	9.1	278.87
Total	100.0	$274.42

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units (Clubs)	Dollars	
1976	12.1	239.6	(c)
1977	11.0	236.2	(c)
1978	9.1	200.7	(c)
1979	8.7	216.6	(c)
1980	7.5	194.5	
1981	6.5	199.9	
1982	7.8	255.7	
1983	10.5	368.0	
1984	10.3	361.7	
1985	10.6	423.2	
1986	12.4	477.1	
1987	14.2	580.1	

ICE SKATES AND HOCKEY EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Hockey Skates	331	$79.49	$26,311		(17%)	(a)
Hockey Sticks			20,200		(5)	(b)
Figure Skates			29,900		-	(b)
Total			$76,411		(8%)	

Note: 1986 sales projection for hockey skates has been revised.

HOCKEY SKATES

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	57.5	$82.22
Specialty Sport Shops	12.5	*
Pro Shops	5.0	*
Discount Stores	15.0	*
Department Stores	7.5	*
Mail Order	--	--
Catalog Showrooms	--	--
Other Outlets	2.5	*
Total	100.0	$79.49

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	0.7	20.9	(c)
1977	0.7	22.1	(c)
1978	0.5	20.6	(c)
1979	0.4	17.9	(c)
1980	0.7	33.8	
1981	0.6	31.2	
1982	N.A.	31.2	(e)
1983	0.5	34.1	
1984	N.A.	39.2	(e)
1985	0.5	36.9	
1986	N.A.	31.6	(e)
1987	0.3	26.3	

RACQUETBALL EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Racquets	1,136	$40.37	$45,860	(4%)	10%	
Balls (Can of 2)			19,500		-	(a)(b)
Total			$65,360		7%	

RACQUETBALL RACQUETS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	50.5	$40.44
Specialty Sport Shops	9.9	*
Pro Shops	6.2	*
Discount Stores	19.8	*
Department Stores	3.7	*
Mail Order	2.5	*
Catalog Showrooms	3.7	*
Other Outlets	3.7	*
Total	100.0	$40.37

1976-1987 CONSUMER PURCHASES
(in millions)

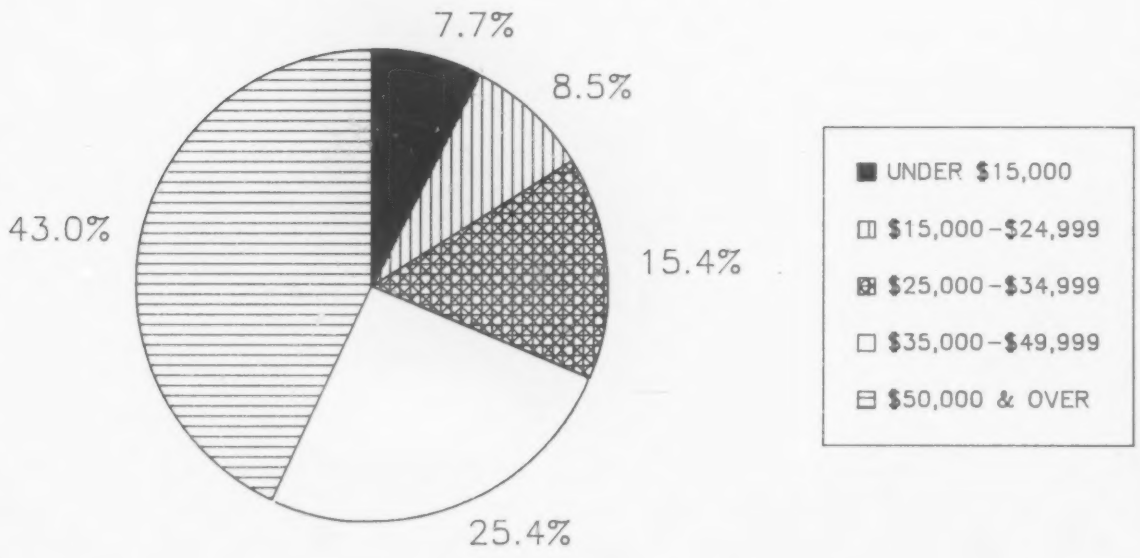
Year	Units	Dollars	
1976	0.8	14.1	(c)
1977	1.9	34.3	(c)
1978	2.7	50.7	(c)
1979	4.0	82.5	(c)
1980	2.8	65.8	
1981	2.6	69.8	
1982	1.8	49.5	
1983	1.6	51.9	
1984	1.3	49.5	
1985	1.2	44.0	
1986	1.2	41.6	
1987	1.1	45.9	

SNOW SKIING EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Dollars	
Cross-Country						
Skis	455	$122.20	$ 55,601	-%	8%	
Boots			40,000		5	(a)(b)
Bindings			18,800		5	(a)(b)
Poles			16,400		5	(a)(b)
Total Cross-Country			$130,801		6%	
Downhill						
Skis	947	$234.32	$221,901	1%	9%	
Boots			204,000		5	(a)(b)
Bindings			86,200		5	(a)(b)
Poles			18,500		5	(a)(b)
Total Downhill			$530,601		6%	
Total			$661,402		6%	

DOWNHILL SKI PURCHASES BY INCOME GROUP
(In Dollars)



SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	57.5	$119.26
Specialty Sport Shops	30.0	*
Pro Shops	--	--
Discount Stores	--	--
Department Stores	--	--
Mail Order	10.0	*
Catalog Showrooms	--	--
Other Outlets	2.5	*
Total	100.0	$122.20

*** Combined with downhill skis.

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	***	***	(c)
1977	***	***	(c)
1978	0.9	59.6	(c)
1979	0.9	70.6	(c)
1980	0.6	48.0	
1981	0.4	35.3	
1982	0.4	35.4	
1983	0.4	37.0	
1984	0.4	44.8	
1985	0.5	55.2	
1986	0.5	51.7	
1987	0.5	55.6	

DOWNHILL SKIS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.2	$235.07
Specialty Sport Shops	41.2	240.36
Pro Shops	4.9	*
Discount Stores	2.9	*
Department Stores	1.0	*
Mail Order	--	--
Catalog Showrooms	1.0	*
Other Outlets	8.8	*
Total	100.0	$234.32

**Includes cross-country skis.

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars	
1976	1.2	139.5	(c)**
1977	1.4	151.2	(c)**
1978	1.0	120.0	(c)
1979	0.9	119.1	(c)
1980	0.7	117.6	
1981	0.6	91.6	
1982	0.6	96.2	
1983	0.7	115.6	
1984	0.9	153.2	
1985	0.9	186.1	
1986	0.9	204.5	
1987	0.9	221.9	

SOCCER EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars
Balls	2,356	$13.55	$31,924	5%	10%
Total			$31,924		10%

SOCCER BALLS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.1	$17.14
Specialty Sport Shops	3.0	*
Pro Shops	--	--
Discount Stores	50.9	11.36
Department Stores	9.1	12.05
Mail Order	--	--
Catalog Showrooms	4.7	*
Other Outlets	11.2	16.12
Total	100.0	$13.55

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8 (c)
1978	1.9	21.8 (c)
1979	2.1	24.1 (c)
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0
1983	2.1	30.4
1984	2.4	33.5
1985	2.0	27.7
1986	2.2	29.1
1987	2.4	31.9

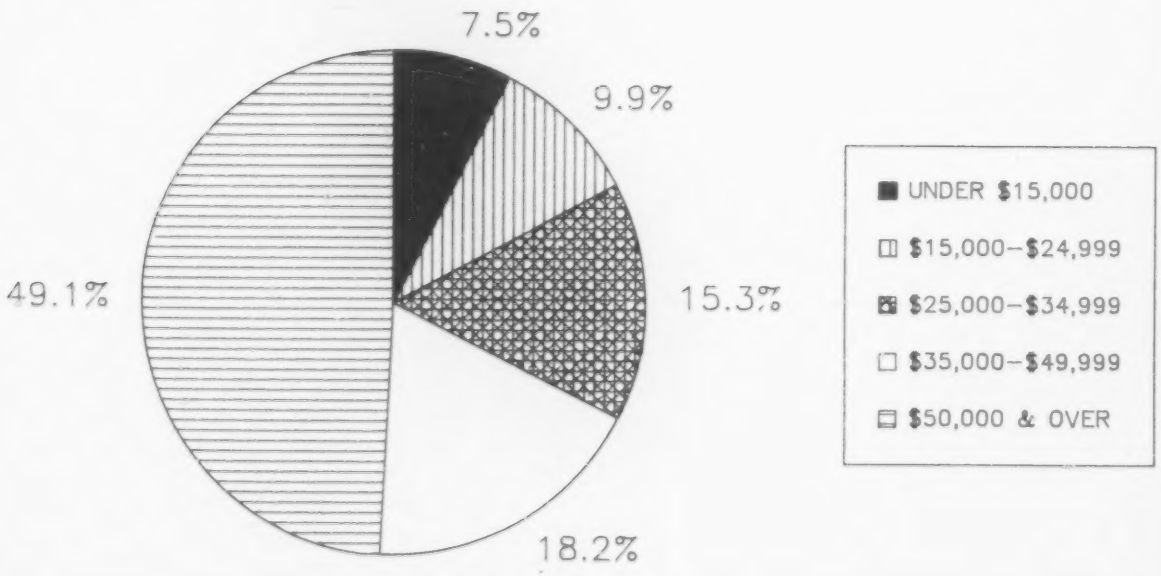
TENNIS EQUIPMENT

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Dollars	
Tennis Rackets	2,333	$56.17	$131,045	10%	(2%)	
Tennis Balls- (Cans of 3-4)	35,183	3.03	106,604		(1)	(a)
Total			$237,649		(1%)	

Note: 1986 sales projection for tennis rackets has been revised.

TENNIS BALL PURCHASES BY INCOME GROUP
(In Dollars)



TENNIS EQUIPMENT

TENNIS BALLS (CANS OF 3-4)

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.9	$ 3.02
Specialty Sport Shops	1.5	*
Pro Shops	3.6	*
Discount Stores	46.0	3.01
Department Stores	11.2	2.95
Mail Order	0.5	*
Catalog Showrooms	6.6	*
Other Outlets	9.7	*
Total	100.0	$ 3.03

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	55.0	131.5 (c)
1977	57.0	137.3 (c)
1978	47.3	115.4 (c)
1979	46.4	114.9 (c)
1980	N.A.	115.0 (e)
1981	49.8	121.9
1982	N.A.	119.3 (e)
1983	43.4	122.8
1984	N.A.	129.0 (e)
1985	38.3	113.1
1986	N.A.	107.4 (e)
1987	35.2	106.6

TENNIS RACKETS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	35.8	$61.08
Specialty Sport Shops	10.8	92.23
Pro Shops	3.4	*
Discount Stores	22.5	34.37
Department Stores	4.9	*
Mail Order	4.4	*
Catalog Showrooms	10.8	43.00
Other Outlets	7.4	*
Total	100.0	$56.17

1976-1987 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	8.6	183.7 (c)
1977	8.3	174.7 (c)
1978	4.9	137.0 (c)
1979	4.1	125.4 (c)
1980	3.4	121.8
1981	3.0	131.6
1982	3.0	157.4
1983	3.0	170.1
1984	2.7	185.9
1985	2.5	160.3
1986	2.1	133.3
1987	2.3	131.0

WATER SKIS

1987 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1986 Units	Percent Change vs. 1986 Dollars	
Water Skis	1,089	$135.95	$148,050		13%	(a)
Total			$148,050		13%	

WATER SKIS

1987 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	35.5	$176.45
Specialty Sport Shops	19.4	*
Pro Shops	1.6	*
Discount Stores	19.4	*
Department Stores	3.2	*
Mail Order	4.8	*
Catalog Showrooms	4.8	*
Other Outlets	11.3	*
Total	100.0	$135.95

1976-1987 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	87.0	(e)
1977	1.5	110.0	(c)
1978	1.5	122.6	(c)
1979	1.2	123.3	(c)
1980	N.A.	123.0	(e)
1981	1.1	123.0	
1982	N.A.	106.0	(e)
1983	1.0	132.7	
1984	N.A.	146.0	(e)
1985	1.0	125.0	
1986	N.A.	131.3	(e)
1987	1.1	148.1	

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The states in the geographic regions are:

New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
CT	NJ	IL	IA	DE	AL	AR	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	
RI		WI	NE	NC			NV	
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				Wash D.C.				

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		-Athletic & Sport Clothing-		
	Total U.S.	Bathing Suits	Golf Clothing	Shorts-Elastic Waist
Age of User	%	%	%	%
Under 14	20.2	8.9	--	15.1
14 to 17	5.9	9.6	.6	10.8
18 to 24	11.2	10.4	1.9	11.3
25 to 34	17.8	24.5	20.1	25.4
35 to 44	14.1	21.0	19.3	17.9
45 to 64	18.5	20.3	40.8	16.9
65 & Older	12.3	5.3	17.3	2.6
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	16.9	77.0	53.4
Female	51.2	83.1	23.0	46.6
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	10.1	5.4	14.2
$15,000 - $24,999	19.3	12.5	9.7	13.6
$25,000 - $34,999	17.1	17.1	14.7	17.7
$35,000 - $49,999	17.0	22.3	18.7	19.8
$50,000 & Over	18.2	38.0	51.5	34.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	5.8	1.3	7.5
High School	30.6	20.9	15.3	21.8
Some College	25.8	27.5	29.3	26.8
College Graduate	29.5	45.8	54.1	43.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.6	6.7	5.7
Middle Atlantic	15.6	19.5	15.2	17.2
East North Central	17.2	15.8	21.1	17.4
West North Central	7.4	4.2	4.9	4.6
South Atlantic	17.6	19.9	23.8	17.4
East South Central	6.3	4.3	4.7	4.8
West South Central	10.8	8.1	8.0	12.3
Mountain	5.4	4.8	2.8	5.4
Pacific	14.3	16.8	12.8	15.2
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		-Athletic & Sport Clothing-		
	Total U.S.	Skiwear	Sweat Pants	Sweat Shirts/ Tops
Age of User	%	%	%	%
Under 14	20.2	4.3	12.3	9.1
14 to 17	5.9	15.9	9.7	9.6
18 to 24	11.2	25.7	14.3	13.7
25 to 34	17.8	27.5	26.5	25.9
35 to 44	14.1	15.1	18.9	19.5
45 to 64	18.5	11.0	15.4	18.7
65 & Older	12.3	.5	2.9	3.5
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	64.8	49.6	44.8
Female	51.2	35.2	50.4	55.2
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	5.9	14.4	13.9
$15,000 - $24,999	19.3	11.2	14.9	15.3
$25,000 - $34,999	17.1	16.6	19.6	18.1
$35,000 - $49,999	17.0	21.0	22.6	21.7
$50,000 & Over	18.2	45.3	28.5	31.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	2.1	7.5	7.9
High School	30.6	8.8	27.3	25.7
Some College	25.8	28.8	25.6	25.8
College Graduate	29.5	60.3	39.6	40.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	8.1	5.3	4.8
Middle Atlantic	15.6	23.6	19.2	17.8
East North Central	17.2	12.1	18.9	18.7
West North Central	7.4	5.0	5.2	6.9
South Atlantic	17.6	8.3	14.7	15.1
East South Central	6.3	3.7	6.2	5.7
West South Central	10.8	7.7	9.6	9.2
Mountain	5.4	8.9	5.0	5.5
Pacific	14.3	22.6	15.9	16.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		------Athletic Footwear-----		
	Warm-up Suits	Aerobic Shoes	Baseball/ Softball Shoes	Basket-ball Shoes
Age of User	%	%	%	%
Under 14	6.6	3.8	22.7	18.7
14 to 17	4.9	4.3	21.5	25.6
18 to 24	10.0	14.7	12.4	18.6
25 to 34	20.3	36.7	32.0	26.6
35 to 44	21.0	23.5	8.5	8.0
45 to 64	27.8	14.1	1.7	2.0
65 & Older	9.4	2.9	1.2	.5
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	50.1	17.1	81.2	86.0
Female	49.9	82.9	18.8	14.0
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	12.3	13.7	12.3	14.2
$15,000 - $24,999	13.6	15.5	16.4	16.0
$25,000 - $34,999	16.1	18.5	22.5	18.3
$35,000 - $49,999	21.1	23.9	23.9	23.7
$50,000 & Over	36.9	28.4	24.9	27.8
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	7.2	5.5	7.9	5.9
High School	22.4	21.9	26.2	30.1
Some College	27.1	33.8	34.8	26.4
College Graduate	43.3	38.8	31.1	37.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.6	4.4	5.4	5.7
Middle Atlantic	17.2	15.3	13.9	13.1
East North Central	16.4	16.2	17.0	21.8
West North Central	4.4	6.1	7.5	9.1
South Atlantic	18.8	16.5	16.7	14.4
East South Central	6.7	4.3	4.2	5.0
West South Central	12.1	11.1	10.4	10.0
Mountain	5.1	6.8	5.8	6.4
Pacific	14.7	19.3	19.1	14.5
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		-----Athletic Footwear-----		
	Total U.S.	Football Shoes	Golf Shoes	Gym Shoes/ Sneakers
Age of User	%	%	%	%
Under 14	20.2	26.3	.6	31.5
14 to 17	5.9	53.6	1.4	17.4
18 to 24	11.2	9.8	2.9	11.2
25 to 34	17.8	8.4	28.2	18.7
35 to 44	14.1	1.9	21.3	9.6
45 to 64	18.5	--	29.8	8.7
65 & Older	12.3	--	15.8	2.9
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	99.9	83.9	62.9
Female	51.2	.1	16.1	37.1
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	16.8	5.8	16.0
$15,000 - $24,999	19.3	12.8	9.1	14.4
$25,000 - $34,999	17.1	14.0	14.7	19.2
$35,000 - $49,999	17.0	25.6	22.2	22.7
$50,000 & Over	18.2	30.8	48.2	27.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	11.0	3.2	7.6
High School	30.6	28.6	16.2	29.8
Some College	25.8	28.5	30.0	29.5
College Graduate	29.5	31.9	50.6	33.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	2.6	7.9	5.8
Middle Atlantic	15.6	15.6	15.9	24.4
East North Central	17.2	15.2	21.7	20.0
West North Central	7.4	12.9	7.9	6.0
South Atlantic	17.6	10.0	17.6	13.8
East South Central	6.3	4.5	2.6	5.1
West South Central	10.8	16.3	7.2	7.5
Mountain	5.4	8.4	6.6	5.8
Pacific	14.3	14.5	12.6	11.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Athletic Footwear			
	Hiking Shoes/ Boots	Jogging/ Running Shoes	Soccer Shoes	Tennis Shoes
Age of User	%	%	%	%
Under 14	4.9	5.7	43.1	12.6
14 to 17	5.1	10.4	24.9	13.4
18 to 24	10.9	11.3	14.0	13.2
25 to 34	41.0	30.5	12.4	27.2
35 to 44	18.4	24.6	4.9	14.5
45 to 64	16.7	14.9	.4	15.3
65 & Older	3.0	2.6	.3	3.8
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	82.3	70.0	84.5	64.2
Female	17.7	30.0	15.5	35.8
Household Use	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	17.5	11.2	4.9	14.9
$15,000 - $24,999	15.2	13.4	8.1	17.6
$25,000 - $34,999	20.1	18.5	16.5	17.1
$35,000 - $49,999	24.2	22.7	27.3	20.7
$50,000 & Over	23.0	34.2	43.2	29.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.0	4.9	2.7	7.9
High School	21.4	17.9	18.4	22.9
Some College	26.7	27.8	26.4	28.1
College Graduate	40.9	49.4	52.5	41.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	6.8	5.1	7.7	3.2
Middle Atlantic	20.0	17.3	13.5	9.1
East North Central	12.9	16.3	18.7	15.9
West North Central	5.9	7.2	5.5	7.1
South Atlantic	11.6	15.3	12.0	19.3
East South Central	6.1	3.8	2.3	6.8
West South Central	7.0	10.3	10.2	14.3
Mountain	16.0	7.2	10.2	5.0
Pacific	13.7	17.5	19.9	19.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Total U.S.	Walking Shoes	Workout/ Fitness Shoes	Baseball Gloves/ Mitts
Age of User	%	%	%	%
Under 14	20.2	1.6	8.0	31.4
14 to 17	5.9	2.9	4.4	9.2
18 to 24	11.2	5.4	8.8	6.6
25 to 34	17.8	21.5	37.1	26.8
35 to 44	14.1	19.0	22.1	6.6
45 to 64	18.5	32.2	16.0	.8
65 & Older	12.3	17.4	3.6	.3
Multiple Ages Reported	--	--	--	18.3
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	44.5	50.5	79.8
Female	51.2	55.5	49.5	13.1
Household Use	--	--	--	7.1
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	18.0	12.7	11.8
$15,000 - $24,999	19.3	15.8	16.0	15.0
$25,000 - $34,999	17.1	16.7	15.8	25.4
$35,000 - $49,999	17.0	21.6	22.9	21.2
$50,000 & Over	18.2	27.9	32.6	26.6
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	8.2	5.4	6.9
High School	30.6	25.9	20.2	22.2
Some College	25.8	27.4	29.3	33.9
College Graduate	29.5	38.5	45.1	37.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	5.8	7.3	6.0
Middle Atlantic	15.6	14.8	16.6	16.9
East North Central	17.2	14.4	13.7	18.5
West North Central	7.4	7.8	5.9	6.9
South Atlantic	17.6	18.2	17.4	19.0
East South Central	6.3	5.8	3.3	2.9
West South Central	10.8	10.5	11.3	10.3
Mountain	5.4	5.3	7.1	3.4
Pacific	14.3	17.4	17.4	16.1
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Basket -balls	Bicycles 10-12-15-18+ Speed	Billiard/ Pool Tables	Bowling Balls
Age of User	%	%	%	%
Under 14	43.9	19.0	3.4	4.8
14 to 17	16.0	9.0	13.5	1.7
18 to 24	6.6	11.6	27.1	11.7
25 to 34	17.4	25.3	17.5	32.9
35 to 44	7.1	12.8	21.7	20.7
45 to 64	.9	4.8	9.0	14.0
65 & Older	.3	1.9	1.8	4.5
Multiple Ages Reported	7.8	15.6	6.0	9.7
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	86.8	54.7	84.0	49.7
Female	11.3	30.8	13.2	38.0
Household Use	1.9	14.5	2.8	12.3
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	14.9	13.7	--	12.6
$15,000 - $24,999	16.7	16.1	--	21.3
$25,000 - $34,999	20.0	16.1	22.4	19.6
$35,000 - $49,999	22.8	20.9	58.7	19.8
$50,000 & Over	25.6	33.2	18.9	26.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	6.5	7.5	--	9.1
High School	27.5	22.8	15.4	38.9
Some College	29.4	23.7	57.9	27.6
College Graduate	36.6	46.0	26.7	24.4
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	8.7	6.4	2.2	1.2
Middle Atlantic	12.9	10.7	17.5	17.1
East North Central	19.7	21.1	41.6	27.7
West North Central	5.4	5.3	--	6.4
South Atlantic	15.6	15.8	16.0	14.0
East South Central	6.9	4.0	12.5	5.3
West South Central	12.3	12.4	1.3	8.2
Mountain	5.8	6.9	8.9	5.2
Pacific	12.7	19.4	--	14.9
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		Camping	
	Total U.S.	Backpacks	Camp Stoves	Ice Chests 1-Handle
Age of User	%	%	%	%
Under 14	20.2	22.3	.7	--
14 to 17	5.9	6.7	.9	.5
18 to 24	11.2	13.8	7.5	9.1
25 to 34	17.8	28.6	44.6	37.3
35 to 44	14.1	11.6	31.1	24.6
45 to 64	18.5	2.9	7.7	19.8
65 & Older	12.3	1.2	5.0	4.0
Multiple Ages Reported	--	12.9	2.5	4.7
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	67.6	71.7	64.8
Female	51.2	23.9	24.0	28.5
Household Use	--	8.5	4.3	6.7
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	19.3	13.1	19.6
$15,000 - $24,999	19.3	16.0	23.3	18.1
$25,000 - $34,999	17.1	16.7	18.2	19.8
$35,000 - $49,999	17.0	22.9	26.1	21.0
$50,000 & Over	18.2	25.1	19.3	21.5
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	6.6	11.4	9.9
High School	30.6	19.9	22.7	23.5
Some College	25.8	30.1	33.9	31.3
College Graduate	29.5	43.4	32.0	35.3
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	7.2	6.7	3.3
Middle Atlantic	15.6	18.0	13.3	13.1
East North Central	17.2	13.4	12.1	14.5
West North Central	7.4	5.0	7.6	8.1
South Atlantic	17.6	13.6	14.7	17.6
East South Central	6.3	3.1	5.8	5.2
West South Central	10.8	8.9	9.7	11.7
Mountain	5.4	7.8	9.8	6.5
Pacific	14.3	23.0	20.3	20.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Camping			
Age of User	Ice Chests 2-Handles %	Jugs/ Coolers %	Sleeping Bags %	Tents-1-2 Person %
Under 14	.7	1.6	17.3	16.8
14 to 17	--	.4	4.4	6.3
18 to 24	6.6	6.7	9.0	13.1
25 to 34	36.2	39.8	24.9	37.3
35 to 44	27.7	29.1	18.9	15.5
45 to 64	19.4	13.3	7.2	3.0
65 & Older	3.4	3.4	1.6	3.4
Multiple Ages Reported	6.0	5.7	16.7	4.6
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	65.2	55.7	55.6	73.8
Female	24.6	35.3	26.0	16.0
Household Use	10.2	9.0	18.4	10.2
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	17.9	19.6	15.0	20.7
$15,000 - $24,999	15.8	20.5	15.5	13.4
$25,000 - $34,999	21.4	18.3	17.4	14.9
$35,000 - $49,999	23.0	15.3	26.6	28.4
$50,000 & Over	21.9	26.3	25.5	22.6
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	9.1	11.2	5.8	5.2
High School	32.2	30.3	25.8	21.3
Some College	33.6	28.4	29.0	23.7
College Graduate	25.1	30.1	39.4	49.8
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.8	3.4	7.7	5.7
Middle Atlantic	16.9	16.4	16.0	14.1
East North Central	16.6	16.3	13.3	11.2
West North Central	7.2	7.9	7.3	7.4
South Atlantic	15.5	17.6	11.1	14.6
East South Central	6.4	6.9	3.7	3.2
West South Central	12.2	12.6	6.5	8.4
Mountain	6.6	4.5	7.9	9.1
Pacific	13.8	14.4	26.5	26.3
Total	100.0	100.0	100.0	100.0

- DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Total U.S.	Tents/ 3 Person or More	Barbells/ Weight Sets	Exercise Bicycles
Age of User	%	%	%	%
Under 14	20.2	5.4	7.2	1.3
14 to 17	5.9	1.6	15.7	--
18 to 24	11.2	10.6	16.4	4.7
25 to 34	17.8	34.4	37.1	20.8
35 to 44	14.1	24.3	14.8	26.4
45 to 64	18.5	6.8	4.2	28.1
65 & Older	12.3	.3	3.5	9.7
Multiple Ages Reported	--	16.6	1.1	9.0
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	59.6	83.0	34.9
Female	51.2	17.6	17.0	50.3
Household Use	--	22.8	--	14.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	14.8	18.1	10.5
$15,000 - $24,999	19.3	18.0	24.5	10.6
$25,000 - $34,999	17.1	23.5	13.1	21.0
$35,000 - $49,999	17.0	24.2	18.7	26.1
$50,000 & Over	18.2	19.5	25.6	31.8
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	6.3	8.0	5.6
High School	30.6	27.4	22.9	23.2
Some College	25.8	39.1	28.3	29.5
College Graduate	29.5	27.2	40.8	41.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	8.0	4.3	5.8
Middle Atlantic	15.6	16.0	15.7	17.0
East North Central	17.2	20.2	22.8	16.9
West North Central	7.4	8.6	4.9	9.4
South Atlantic	17.6	11.2	18.0	14.2
East South Central	6.3	5.6	4.0	5.0
West South Central	10.8	10.4	9.2	10.4
Mountain	5.4	8.0	4.0	7.1
Pacific	14.3	12.0	17.1	14.2
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Exercise Equipment			
	Multi-Purpose Home Gyms	Rowing Machines	Treadmills	Weight Benches
Age of User	%	%	%	%
Under 14	--	.6	--	7.0
14 to 17	5.9	2.2	--	18.2
18 to 24	15.2	7.1	1.4	11.6
25 to 34	32.9	27.3	6.0	31.5
35 to 44	17.0	30.6	20.3	16.9
45 to 64	19.5	23.1	53.2	12.4
65 & Older	4.6	7.1	9.8	1.5
Multiple Ages Reported	4.9	2.0	9.3	.9
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	58.6	63.0	47.4	90.1
Female	30.9	33.9	41.6	9.4
Household Use	10.5	3.1	11.0	.5
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	15.4	13.0	3.0	14.3
$15,000 - $24,999	10.4	7.6	13.3	19.8
$25,000 - $34,999	22.7	17.5	22.9	17.7
$35,000 - $49,999	19.5	22.6	14.6	23.2
$50,000 & Over	32.0	39.3	46.2	25.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	.9	5.2	9.0	7.2
High School	30.9	18.2	25.3	22.2
Some College	30.6	26.1	18.8	31.9
College Graduate	37.6	50.5	46.9	38.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	7.0	5.1	7.1	4.2
Middle Atlantic	26.2	26.6	18.7	18.6
East North Central	6.4	16.5	8.3	19.3
West North Central	9.6	7.2	11.6	6.1
South Atlantic	8.8	12.9	14.2	19.3
East South Central	6.5	1.5	13.1	6.5
West South Central	12.5	9.4	8.3	10.2
Mountain	8.6	6.5	8.8	7.4
Pacific	14.4	14.3	9.9	8.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		-Firearms & Hunting-		
Age of User	Total U.S. %	Rifles %	Shotguns %	Reels-Separate %
Under 14	20.2	2.3	3.7	2.5
14 to 17	5.9	5.5	5.3	2.9
18 to 24	11.2	9.7	9.9	10.6
25 to 34	17.8	36.5	33.7	25.4
35 to 44	14.1	22.6	21.0	24.1
45 to 64	18.5	14.8	22.0	25.0
65 & Older	12.3	3.4	2.2	5.4
Multiple Ages Reported	--	5.2	2.2	4.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	92.6	93.3	87.6
Female	51.2	4.4	4.9	6.8
Household Use	--	3.0	1.8	5.6
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	22.9	17.8	14.9
$15,000 - $24,999	19.3	19.9	20.2	18.0
$25,000 - $34,999	17.1	18.1	15.8	20.1
$35,000 - $49,999	17.0	18.2	17.6	24.9
$50,000 & Over	18.2	20.9	28.6	22.1
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	17.0	17.6	8.6
High School	30.6	30.1	25.0	39.4
Some College	25.8	21.5	20.5	26.3
College Graduate	29.5	31.4	36.9	25.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	2.5	1.7	6.1
Middle Atlantic	15.6	11.4	18.1	16.9
East North Central	17.2	14.1	19.7	19.5
West North Central	7.4	7.5	6.8	5.6
South Atlantic	17.6	16.2	11.0	12.8
East South Central	6.3	12.2	9.0	7.7
West South Central	10.8	13.7	13.3	13.0
Mountain	5.4	7.7	6.5	4.8
Pacific	14.3	14.7	13.9	13.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

	Rod-Reel Combinations	Footballs	Golf Clubs	Hockey Skates
Age of User	%	%	%	%
Under 14	8.2	57.4	1.3	37.1
14 to 17	3.7	13.0	4.3	18.0
18 to 24	9.0	6.3	3.5	15.4
25 to 34	27.6	13.7	25.4	21.0
35 to 44	18.0	2.9	23.0	--
45 to 64	19.9	.6	25.3	6.0
65 & Older	5.4	--	6.2	--
Multiple Ages Reported	8.2	6.1	11.0	2.5
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	82.7	95.1	77.9	97.0
Female	9.0	4.9	14.9	.5
Household Use	8.3	--	7.2	2.5
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	20.8	17.4	8.1	14.5
$15,000 - $24,999	19.2	17.9	13.0	6.5
$25,000 - $34,999	20.9	16.0	11.6	17.4
$35,000 - $49,999	19.7	23.8	23.6	18.6
$50,000 & Over	19.4	24.9	43.7	43.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	13.3	11.0	3.1	4.5
High School	37.8	27.4	18.5	25.1
Some College	29.0	26.6	34.1	37.2
College Graduate	19.9	35.0	44.3	33.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.1	7.6	10.0	37.5
Middle Atlantic	14.1	16.8	10.2	16.5
East North Central	19.3	14.7	21.5	29.7
West North Central	6.9	4.7	8.3	13.9
South Atlantic	19.3	15.7	13.3	2.4
East South Central	9.5	5.8	3.7	--
West South Central	11.4	17.2	10.0	--
Mountain	3.0	6.0	7.1	--
Pacific	12.4	11.5	15.9	--
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

			------Skiing------	
	Total U.S.	Racquet-ball Racquets	Cross-Country Skis	Downhill Skis
Age of User	%	%	%	%
Under 14	20.2	1.5	7.6	6.8
14 to 17	5.9	8.3	3.9	17.9
18 to 24	11.2	26.1	10.1	18.9
25 to 34	17.8	34.1	32.0	28.3
35 to 44	14.1	21.6	13.4	14.3
45 to 64	18.5	5.5	16.5	5.1
65 & Older	12.3	--	--	--
Multiple Ages Reported	--	2.9	16.5	8.7
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.8	76.2	40.9	62.8
Female	51.2	20.6	41.8	33.6
Household Use	--	3.2	17.3	3.6
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	28.4	11.4	4.6	7.7
$15,000 - $24,999	19.3	14.7	11.9	8.5
$25,000 - $34,999	17.1	20.0	33.4	15.4
$35,000 - $49,999	17.0	22.7	23.1	25.4
$50,000 & Over	18.2	31.2	27.0	43.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.1	1.3	3.2	1.3
High School	30.6	23.2	25.6	18.4
Some College	25.8	22.1	17.9	25.2
College Graduate	29.5	53.4	53.3	55.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.4	6.2	16.0	18.2
Middle Atlantic	15.6	13.4	20.9	22.5
East North Central	17.2	28.7	23.9	15.6
West North Central	7.4	4.2	17.2	3.4
South Atlantic	17.6	14.5	4.5	6.5
East South Central	6.3	5.7	--	--
West South Central	10.8	13.0	--	4.9
Mountain	5.4	3.8	3.3	9.9
Pacific	14.3	10.5	14.2	19.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1987 CONSUMER PURCHASES

		-------Tennis--------		
	Soccer Balls	Balls Cans of 3-4	Rackets	Water Skis
Age of User	%	%	%	%
Under 14	60.2	3.2	6.5	8.3
14 to 17	12.5	5.6	13.7	7.5
18 to 24	4.4	11.1	11.2	21.3
25 to 34	7.1	20.9	26.8	35.5
35 to 44	3.7	28.9	17.6	5.9
45 to 64	2.0	20.6	11.3	12.4
65 & Older	.8	5.2	4.2	--
Multiple Ages Reported	9.3	4.5	8.7	9.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	82.1	59.7	60.2	71.8
Female	14.6	31.5	28.3	22.7
Household Use	3.3	8.8	11.5	5.5
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under $15,000	9.3	7.5	4.8	6.1
$15,000 - $24,999	13.8	9.9	13.7	10.5
$25,000 - $34,999	19.9	15.3	15.9	23.8
$35,000 - $49,999	26.9	18.2	21.0	27.2
$50,000 & Over	30.1	49.1	44.6	32.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	4.5	3.1	2.5	4.3
High School	16.9	11.4	13.4	23.8
Some College	38.9	16.0	21.7	37.8
College Graduate	39.7	69.5	62.4	34.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	7.2	6.0	6.7	4.6
Middle Atlantic	18.1	17.4	15.6	7.7
East North Central	17.9	15.1	18.0	19.3
West North Central	6.6	2.7	5.0	7.2
South Atlantic	18.2	24.7	17.7	19.2
East South Central	3.3	4.6	5.5	4.3
West South Central	11.1	7.6	7.6	9.0
Mountain	2.5	5.3	7.3	4.2
Pacific	15.1	16.6	16.6	24.5
Total	100.0	100.0	100.0	100.0

REGIONAL SHARES OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND

Percent of U.S. Households	5.4%
Hockey Skates	37.5
Downhill Skis	18.2
Cross-Country Skis	16.0
Golf Clubs	10.0
Basketballs	8.7
Skiwear	8.1
Tents (3 Person or More)	8.0
Golf Shoes	7.9
Soccer Shoes	7.7
Sleeping Bags	7.7
Footballs	7.6
Workout/Fitness Shoes	7.3
Soccer Balls	7.2
Backpacks	7.2
Treadmills	7.1
Multi-Purpose Home Gyms	7.0
Hiking Shoes/Boots	6.8
Tennis Rackets	6.7
Camp Stoves	6.7
Golf Clothing	6.7
Bathing Suits	6.6
Bicycles (10-12-15-18+ Speed)	6.4
Racquetball Racquets	6.2
Fishing Reels (Separate)	6.1
Tennis Balls (Cans of 3-4)	6.0
Baseball Gloves/Mitts	6.0
Stationary Exercise Bicycles	5.8
Walking Shoes	5.8
Gym Shoes/Sneakers	5.8
Shorts (Elastic Waist)	5.7
Tents (1-2 Person)	5.7
Basketball Shoes	5.7
Baseball/Softball Shoes	5.4
Sweat Pants	5.3
Jogging/Running Shoes	5.1
Rowing Machines	5.1
Ice Chests (2-Handles)	4.8
Sweat Shirts/Tops	4.8
Water Skis	4.6
Warm-up Suits	4.6
Aerobic Shoes	4.4
Barbells/Weight Sets	4.3
Weight Benches	4.2
Rod-Reel Combinations	4.1
Jugs/Coolers	3.4
Ice Chests (1-Handle)	3.3
Tennis Shoes	3.2
Football Shoes	2.6
Rifles	2.5
Billiard/Pool Tables	2.2
Shotguns	1.7
Bowling Balls	1.2

MIDDLE ATLANTIC

Percent of U.S. Households	15.6%
Rowing Machines	26.6
Multi-Purpose Home Gyms	26.2
Gym Shoes/Sneakers	24.4
Skiwear	23.6
Downhill Skis	22.5
Cross-Country Skis	20.9
Hiking Shoes/Boots	20.0
Bathing Suits	19.5
Sweat Pants	19.2
Treadmills	18.7
Weight Benches	18.6
Soccer Balls	18.1
Shotguns	18.1
Backpacks	18.0
Sweat Shirts/Tops	17.8
Billiard/Pool Tables	17.5
Tennis Balls (Cans of 3-4)	17.4
Jogging/Running Shoes	17.3
Shorts (Elastic Waist)	17.2
Warm-up Suits	17.2
Bowling Balls	17.1
Stationary Exercise Bicycles	17.0
Ice Chests (2-Handles)	16.9
Fishing Reels (Separate)	16.9
Baseball Gloves/Mitts	16.9
Footballs	16.8
Workout/Fitness Shoes	16.6
Hockey Skates	16.5
Jugs/Coolers	16.4
Tents (3 Person or More)	16.0
Sleeping Bags	16.0
Golf Shoes	15.9
Barbells/Weight Sets	15.7
Tennis Rackets	15.6
Football Shoes	15.6
Aerobic Shoes	15.3
Golf Clothing	15.2
Walking Shoes	14.8
Tents (1-2 Person)	14.1
Rod-Reel Combinations	14.1
Baseball/Softball Shoes	13.9
Soccer Shoes	13.5
Racquetball Racquets	13.4
Camp Stoves	13.3
Ice Chests (1-Handle)	13.1
Basketball Shoes	13.1
Basketballs	12.9
Rifles	11.4
Bicycles (10-12-15-18+ Speed)	10.7
Golf Clubs	10.2
Tennis Shoes	9.1
Water Skis	7.7

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL	
Percent of U.S. Households	17.2%
Billiard/Pool Tables	41.6
Hockey Skates	29.7
Racquetball Racquets	28.7
Bowling Balls	27.7
Cross-Country Skis	23.9
Barbells/Weight Sets	22.8
Basketball Shoes	21.8
Golf Shoes	21.7
Golf Clubs	21.5
Golf Clothing	21.1
Bicycles (10-12-15-18+ Speed)	21.1
Tents (3 Person or More)	20.2
Gym Shoes/Sneakers	20.0
Basketballs	19.7
Shotguns	19.7
Fishing Reels (Separate)	19.5
Rod-Reel Combinations	19.3
Water Skis	19.3
Weight Benches	19.3
Sweat Pants	18.9
Soccer Shoes	18.7
Sweat Shirts/Tops	18.7
Baseball Gloves/Mitts	18.5
Tennis Rackets	18.0
Soccer Balls	17.9
Shorts (Elastic Waist)	17.4
Baseball/Softball Shoes	17.0
Stationary Exercise Bicycles	16.9
Ice Chests (2-Handles)	16.6
Rowing Machines	16.5
Warm-up Suits	16.4
Jugs/Coolers	16.3
Jogging/Running Shoes	16.3
Aerobic Shoes	16.2
Tennis Shoes	15.9
Bathing Suits	15.8
Downhill Skis	15.6
Football Shoes	15.2
Tennis Balls (Cans of 3-4)	15.1
Footballs	14.7
Ice Chests (1-Handle)	14.5
Walking Shoes	14.4
Rifles	14.1
Workout/Fitness Shoes	13.7
Backpacks	13.4
Sleeping Bags	13.3
Hiking Shoes/Boots	12.9
Skiwear	12.1
Camp Stoves	12.1
Tents (1-2 Person)	11.2
Treadmills	8.3
Multi-Purpose Home Gyms	6.4

WEST NORTH CENTRAL	
Percent of U.S. Households	7.4%
Cross-Country Skis	17.2
Hockey Skates	13.9
Football Shoes	12.9
Treadmills	11.6
Multi-Purpose Home Gyms	9.6
Stationary Exercise Bicycles	9.4
Basketball Shoes	9.1
Tents (3 Person or More)	8.6
Golf Clubs	8.3
Ice Chests (1-Handle)	8.1
Jugs/Coolers	7.9
Golf Shoes	7.9
Walking Shoes	7.8
Camp Stoves	7.6
Baseball/Softball Shoes	7.5
Rifles	7.5
Tents (1-2 Person)	7.4
Sleeping Bags	7.3
Water Skis	7.2
Jogging/Running Shoes	7.2
Ice Chests (2-Handles)	7.2
Rowing Machines	7.2
Tennis Shoes	7.1
Sweat Shirts/Tops	6.9
Baseball Gloves/Mitts	6.9
Rod-Reel Combinations	6.9
Shotguns	6.8
Soccer Balls	6.6
Bowling Balls	6.4
Weight Benches	6.1
Aerobic Shoes	6.1
Gym Shoes/Sneakers	6.0
Workout/Fitness Shoes	5.9
Hiking Shoes/Boots	5.9
Fishing Reels (Separate)	5.6
Soccer Shoes	5.5
Basketballs	5.4
Bicycles (10-12-15-18+ Speed)	5.3
Sweat Pants	5.2
Skiwear	5.0
Backpacks	5.0
Tennis Rackets	5.0
Golf Clothing	4.9
Barbells/Weight Sets	4.9
Footballs	4.7
Shorts (Elastic Waist)	4.6
Warm-up Suits	4.4
Racquetball Racquets	4.2
Bathing Suits	4.2
Downhill Skis	3.4
Tennis Balls (Cans of 3-4)	2.7
Billiard/Pool Tables	--

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC	
Percent of U.S. Households	17.6%
Tennis Balls (Cans of 3-4)	24.7
Golf Clothing	23.8
Bathing Suits	19.9
Rod-Reel Combinations	19.3
Weight Benches	19.3
Tennis Shoes	19.3
Water Skis	19.2
Baseball Gloves/Mitts	19.0
Warm-up Suits	18.8
Soccer Balls	18.2
Walking Shoes	18.2
Barbells/Weight Sets	18.0
Tennis Rackets	17.7
Ice Chests (1-Handle)	17.6
Golf Shoes	17.6
Jugs/Coolers	17.6
Workout/Fitness Shoes	17.4
Shorts (Elastic Waist)	17.4
Baseball/Softball Shoes	16.7
Aerobic Shoes	16.5
Rifles	16.2
Billiard/Pool Tables	16.0
Bicycles (10-12-15-18+ Speed)	15.8
Footballs	15.7
Basketballs	15.6
Ice Chests (2-Handles)	15.5
Jogging/Running Shoes	15.3
Sweat Shirts/Tops	15.1
Sweat Pants	14.7
Camp Stoves	14.7
Tents (1-2 Person)	14.6
Racquetball Racquets	14.5
Basketball Shoes	14.4
Stationary Exercise Bicycles	14.2
Treadmills	14.2
Bowling Balls	14.0
Gym Shoes/Sneakers	13.8
Backpacks	13.6
Golf Clubs	13.3
Rowing Machines	12.9
Fishing Reels (Separate)	12.8
Soccer Shoes	12.0
Hiking Shoes/Boots	11.6
Tents (3 Person or More)	11.2
Sleeping Bags	11.1
Shotguns	11.0
Football Shoes	10.0
Multi-Purpose Home Gyms	8.8
Skiwear	8.3
Downhill Skis	6.5
Cross-Country Skis	4.5
Hockey Skates	2.4

EAST SOUTH CENTRAL	
Percent of U.S. Households	6.3%
Treadmills	13.1
Billiard/Pool Tables	12.5
Rifles	12.2
Rod-Reel Combinations	9.5
Shotguns	9.0
Fishing Reels (Separate)	7.7
Jugs/Coolers	6.9
Basketballs	6.9
Tennis Shoes	6.8
Warm-up Suits	6.7
Weight Benches	6.5
Multi-Purpose Home Gyms	6.5
Ice Chests (2-Handles)	6.4
Sweat Pants	6.2
Hiking Shoes/Boots	6.1
Footballs	5.8
Camp Stoves	5.8
Walking Shoes	5.8
Sweat Shirts/Tops	5.7
Racquetball Racquets	5.7
Tents (3 Person or More)	5.6
Tennis Rackets	5.5
Bowling Balls	5.3
Ice Chests (1-Handle)	5.2
Gym Shoes/Sneakers	5.1
Basketball Shoes	5.0
Stationary Exercise Bicycles	5.0
Shorts (Elastic Waist)	4.8
Golf Clothing	4.7
Tennis Balls (Cans of 3-4)	4.6
Football Shoes	4.5
Water Skis	4.3
Bathing Suits	4.3
Aerobic Shoes	4.3
Baseball/Softball Shoes	4.2
Barbells/Weight Sets	4.0
Bicycles (10-12-15-18+ Speed)	4.0
Jogging/Running Shoes	3.8
Skiwear	3.7
Golf Clubs	3.7
Sleeping Bags	3.7
Soccer Balls	3.3
Workout/Fitness Shoes	3.3
Tents (1-2 Person)	3.2
Backpacks	3.1
Baseball Gloves/Mitts	2.9
Golf Shoes	2.6
Soccer Shoes	2.3
Rowing Machines	1.5
Downhill Skis	--
Cross-Country Skis	--
Hockey Skates	--

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL	
Percent of U.S. Households	10.8%
Footballs	17.2
Football Shoes	16.3
Tennis Shoes	14.3
Rifles	13.7
Shotguns	13.3
Fishing Reels (Separate)	13.0
Racquetball Racquets	13.0
Jugs/Coolers	12.6
Multi-Purpose Home Gyms	12.5
Shorts (Elastic Waist)	12.3
Basketballs	12.3
Ice Chests (2-Handles)	12.2
Warm-up Suits	12.1
Ice Chests (1-Handle)	11.7
Rod-Reel Combinations	11.4
Workout/Fitness Shoes	11.3
Aerobic Shoes	11.1
Soccer Balls	11.1
Walking Shoes	10.5
Tents (3 Person or More)	10.4
Stationary Exercise Bicycles	10.4
Baseball/Softball Shoes	10.4
Bicycles (10-12-15-18+ Speed)	10.4
Jogging/Running Shoes	10.3
Baseball Gloves/Mitts	10.3
Weight Benches	10.2
Soccer Shoes	10.2
Basketball Shoes	10.0
Golf Clubs	10.0
Camp Stoves	9.7
Sweat Pants	9.6
Rowing Machines	9.4
Sweat Shirts/Tops	9.2
Barbells/Weight Sets	9.2
Water Skis	9.0
Backpacks	8.9
Tents (1-2 Person)	8.4
Treadmills	8.3
Bowling Balls	8.2
Bathing Suits	8.1
Golf Clothing	8.0
Skiwear	7.7
Tennis Balls (Cans of 3-4)	7.6
Tennis Rackets	7.6
Gym Shoes/Sneakers	7.5
Golf Shoes	7.2
Hiking Shoes/Boots	7.0
Sleeping Bags	6.5
Downhill Skis	4.9
Billiard/Pool Tables	1.3
Hockey Skates	--
Cross-Country Skis	--

MOUNTAIN	
Percent of U.S. Households	5.4%
Hiking Shoes/Boots	16.0
Soccer Shoes	10.2
Downhill Skis	9.9
Camp Stoves	9.8
Tents (1-2 Person)	9.1
Billiard/Pool Tables	8.9
Skiwear	8.9
Treadmills	8.8
Multi-Purpose Home Gyms	8.6
Football Shoes	8.4
Tents (3 Person or More)	8.0
Sleeping Bags	7.9
Backpacks	7.8
Rifles	7.7
Weight Benches	7.4
Tennis Rackets	7.3
Jogging/Running Shoes	7.2
Stationary Exercise Bicycles	7.1
Workout/Fitness Shoes	7.1
Golf Clubs	7.1
Bicycles (10-12-15-18+ Speed)	6.9
Aerobic Shoes	6.8
Ice Chests (2-Handles)	6.6
Golf Shoes	6.6
Ice Chests (1-Handle)	6.5
Rowing Machines	6.5
Shotguns	6.5
Basketball Shoes	6.4
Footballs	6.0
Baseball/Softball Shoes	5.8
Gym Shoes/Sneakers	5.8
Basketballs	5.8
Sweat Shirts/Tops	5.5
Shorts (Elastic Waist)	5.4
Walking Shoes	5.3
Tennis Balls (Cans of 3-4)	5.3
Bowling Balls	5.2
Warm-up Suits	5.1
Sweat Pants	5.0
Tennis Shoes	5.0
Fishing Reels (Separate)	4.8
Bathing Suits	4.8
Jugs/Coolers	4.5
Water Skis	4.2
Barbells/Weight Sets	4.0
Racquetball Racquets	3.8
Baseball Gloves/Mitts	3.4
Cross-Country Skis	3.3
Rod-Reel Combinations	3.0
Golf Clothing	2.8
Soccer Balls	2.5
Hockey Skates	--

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.3%
Sleeping Bags	26.5
Tents (1-2 Person)	26.3
Water Skis	24.5
Backpacks	23.0
Skiwear	22.6
Camp Stoves	20.3
Ice Chests (1-Handle)	20.0
Soccer Shoes	19.9
Bicycles (10-12-15-18+ Speed)	19.4
Tennis Shoes	19.3
Aerobic Shoes	19.3
Baseball/Softball Shoes	19.1
Downhill Skis	19.0
Jogging/Running Shoes	17.5
Walking Shoes	17.4
Workout/Fitness Shoes	17.4
Barbells/Weight Sets	17.1
Bathing Suits	16.8
Tennis Balls (Cans of 3-4)	16.6
Tennis Rackets	16.6
Sweat Shirts/Tops	16.3
Baseball Gloves/Mitts	16.1
Sweat Pants	15.9
Golf Clubs	15.9
Shorts (Elastic Waist)	15.2
Soccer Balls	15.1
Bowling Balls	14.9
Rifles	14.7
Warm-up Suits	14.7
Football Shoes	14.5
Basketball Shoes	14.5
Jugs/Coolers	14.4
Multi-Purpose Home Gyms	14.4
Rowing Machines	14.3
Stationary Exercise Bicycles	14.2
Cross-Country Skis	14.2
Shotguns	13.9
Ice Chests (2-Handles)	13.8
Hiking Shoes/Boots	13.7
Fishing Reels (Separate)	13.6
Golf Clothing	12.8
Basketballs	12.7
Golf Shoes	12.6
Rod-Reel Combinations	12.4
Tents (3 Person or More)	12.0
Gym Shoes/Sneakers	11.6
Footballs	11.5
Racquetball Racquets	10.5
Treadmills	9.9
Weight Benches	8.4
Hockey Skates	--
Billiard/Pool Tables	--

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

An earlier section showed, for each product, the percentage sales breakdown by household income. The following tables present the same percentages in a different way. For each income group, the products are listed in order of percent of sales in that group.

The percentage of households in the group is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that group.

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

UNDER $15,000	
Percent of U.S. Households	28.4%
Rifles	22.9
Rod-Reel Combinations	20.8
Tents (1-2 Person)	20.7
Ice Chests (1-Handle)	19.6
Jugs/Coolers	19.6
Backpacks	19.3
Barbells/Weight Sets	18.1
Walking Shoes	18.0
Ice Chests (2-Handles)	17.9
Shotguns	17.8
Hiking Shoes/Boots	17.5
Footballs	17.4
Football Shoes	16.8
Gym Shoes/Sneakers	16.0
Multi-Purpose Home Gyms	15.4
Sleeping Bags	15.0
Basketballs	14.9
Fishing Reels (Separate)	14.9
Tennis Shoes	14.9
Tents (3 Person or More)	14.8
Hockey Skates	14.5
Sweat Pants	14.4
Weight Benches	14.3
Basketball Shoes	14.2
Shorts (Elastic Waist)	14.2
Sweat Shirts/Tops	13.9
Aerobic Shoes	13.7
Bicycles (10-12-15-18+ Speed)	13.7
Camp Stoves	13.1
Rowing Machines	13.0
Workout/Fitness Shoes	12.7
Bowling Balls	12.6
Baseball/Softball Shoes	12.3
Warm-up Suits	12.3
Baseball Gloves/Mitts	11.8
Racquetball Racquets	11.4
Jogging/Running Shoes	11.2
Stationary Exercise Bicycles	10.5
Bathing Suits	10.1
Soccer Balls	9.3
Golf Clubs	8.1
Downhill Skis	7.7
Tennis Balls (Cans of 3-4)	7.5
Water Skis	6.1
Skiwear	5.9
Golf Shoes	5.8
Golf Clothing	5.4
Soccer Shoes	4.9
Tennis Rackets	4.8
Cross-Country Skis	4.6
Treadmills	3.0
Billiard/Pool Tables	--

$15,000 - $24,999	
Percent of U.S. Households	19.3%
Barbells/Weight Sets	24.5
Camp Stoves	23.3
Bowling Balls	21.3
Jugs/Coolers	20.5
Shotguns	20.2
Rifles	19.9
Weight Benches	19.8
Rod-Reel Combinations	19.2
Ice Chests (1-Handle)	18.1
Fishing Reels (Separate)	18.0
Tents (3 Person or More)	18.0
Footballs	17.9
Tennis Shoes	17.6
Basketballs	16.7
Baseball/Softball Shoes	16.4
Bicycles (10-12-15-18+ Speed)	16.1
Backpacks	16.0
Basketball Shoes	16.0
Workout/Fitness Shoes	16.0
Ice Chests (2-Handles)	15.8
Walking Shoes	15.8
Aerobic Shoes	15.5
Sleeping Bags	15.5
Sweat Shirts/Tops	15.3
Hiking Shoes/Boots	15.2
Baseball Gloves/Mitts	15.0
Sweat Pants	14.9
Racquetball Racquets	14.7
Gym Shoes/Sneakers	14.4
Soccer Balls	13.8
Tennis Rackets	13.7
Shorts (Elastic Waist)	13.6
Warm-up Suits	13.6
Jogging/Running Shoes	13.4
Tents (1-2 Person)	13.4
Treadmills	13.3
Golf Clubs	13.0
Football Shoes	12.8
Bathing Suits	12.5
Cross-Country Skis	11.9
Skiwear	11.2
Stationary Exercise Bicycles	10.6
Water Skis	10.5
Multi-Purpose Home Gyms	10.4
Tennis Balls (Cans of 3-4)	9.9
Golf Clothing	9.7
Golf Shoes	9.1
Downhill Skis	8.5
Soccer Shoes	8.1
Rowing Machines	7.6
Hockey Skates	6.5
Billiard/Pool Tables	--

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$25,000 - $34,999		$35,000 - $49,999	
Percent of U.S. Households	17.1%	Percent of U.S. Households	17.0%
Cross-Country Skis	33.4	Billiard/Pool Tables	58.7
Baseball Gloves/Mitts	25.4	Tents (1-2 Person)	28.4
Water Skis	23.8	Soccer Shoes	27.3
Tents (3 Person or More)	23.5	Water Skis	27.2
Treadmills	22.9	Soccer Balls	26.9
Multi-Purpose Home Gyms	22.7	Sleeping Bags	26.6
Baseball/Softball Shoes	22.5	Camp Stoves	26.1
Billiard/Pool Tables	22.4	Stationary Exercise Bicycles	26.1
Ice Chests (2-Handles)	21.4	Football Shoes	25.6
Stationary Exercise Bicycles	21.0	Downhill Skis	25.4
Rod-Reel Combinations	20.9	Fishing Reels (Separate)	24.9
Hiking Shoes/Boots	20.1	Hiking Shoes/Boots	24.2
Fishing Reels (Separate)	20.1	Tents (3 Person or More)	24.2
Basketballs	20.0	Aerobic Shoes	23.9
Racquetball Racquets	20.0	Baseball/Softball Shoes	23.9
Soccer Balls	19.9	Footballs	23.8
Ice Chests (1-Handle)	19.8	Basketball Shoes	23.7
Bowling Balls	19.6	Golf Clubs	23.6
Sweat Pants	19.6	Weight Benches	23.2
Gym Shoes/Sneakers	19.2	Cross-Country Skis	23.1
Aerobic Shoes	18.5	Ice Chests (2-Handles)	23.0
Jogging/Running Shoes	18.5	Backpacks	22.9
Basketball Shoes	18.3	Workout/Fitness Shoes	22.9
Jugs/Coolers	18.3	Basketballs	22.8
Camp Stoves	18.2	Gym Shoes/Sneakers	22.7
Rifles	18.1	Jogging/Running Shoes	22.7
Sweat Shirts/Tops	18.1	Racquetball Racquets	22.7
Shorts (Elastic Waist)	17.7	Rowing Machines	22.6
Weight Benches	17.7	Sweat Pants	22.6
Rowing Machines	17.5	Bathing Suits	22.3
Hockey Skates	17.4	Golf Shoes	22.2
Sleeping Bags	17.4	Sweat Shirts/Tops	21.7
Bathing Suits	17.1	Walking Shoes	21.6
Tennis Shoes	17.1	Baseball Gloves/Mitts	21.2
Backpacks	16.7	Warm-up Suits	21.1
Walking Shoes	16.7	Ice Chests (1-Handle)	21.0
Skiwear	16.6	Skiwear	21.0
Soccer Shoes	16.5	Tennis Rackets	21.0
Bicycles (10-12-15-18+ Speed)	16.1	Bicycles (10-12-15-18+ Speed)	20.9
Warm-up Suits	16.1	Tennis Shoes	20.7
Footballs	16.0	Bowling Balls	19.8
Tennis Rackets	15.9	Shorts (Elastic Waist)	19.8
Shotguns	15.8	Rod-Reel Combinations	19.7
Workout/Fitness Shoes	15.8	Multi-Purpose Home Gyms	19.5
Downhill Skis	15.4	Barbells/Weight Sets	18.7
Tennis Balls (Cans of 3-4)	15.3	Golf Clothing	18.7
Tents (1-2 Person)	14.9	Hockey Skates	18.6
Golf Clothing	14.7	Rifles	18.2
Golf Shoes	14.7	Tennis Balls (Cans of 3-4)	18.2
Football Shoes	14.0	Shotguns	17.6
Barbells/Weight Sets	13.1	Jugs/Coolers	15.3
Golf Clubs	11.6	Treadmills	14.6

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$50,000 & OVER

Percent of U.S. Households	18.2%
Golf Clothing	51.5
Tennis Balls (Cans of 3-4)	49.1
Golf Shoes	48.2
Treadmills	46.2
Skiwear	45.3
Tennis Rackets	44.6
Golf Clubs	43.7
Soccer Shoes	43.2
Downhill Skis	43.0
Hockey Skates	43.0
Rowing Machines	39.3
Bathing Suits	38.0
Warm-up Suits	36.9
Shorts (Elastic Waist)	34.7
Jogging/Running Shoes	34.2
Bicycles (10-12-15-18+ Speed)	33.2
Workout/Fitness Shoes	32.6
Water Skis	32.4
Multi-Purpose Home Gyms	32.0
Stationary Exercise Bicycles	31.8
Racquetball Racquets	31.2
Sweat Shirts/Tops	31.0
Football Shoes	30.8
Soccer Balls	30.1
Tennis Shoes	29.7
Shotguns	28.6
Sweat Pants	28.5
Aerobic Shoes	28.4
Walking Shoes	27.9
Basketball Shoes	27.8
Gym Shoes/Sneakers	27.7
Cross-Country Skis	27.0
Bowling Balls	26.7
Baseball Gloves/Mitts	26.6
Jugs/Coolers	26.3
Barbells/Weight Sets	25.6
Basketballs	25.6
Sleeping Bags	25.5
Backpacks	25.1
Weight Benches	25.0
Baseball/Softball Shoes	24.9
Footballs	24.9
Hiking Shoes/Boots	23.0
Tents (1-2 Person)	22.6
Fishing Reels (Separate)	22.1
Ice Chests (2-Handles)	21.9
Ice Chests (1-Handle)	21.5
Rifles	20.9
Billiard/Pool Tables	18.9
Tents (3 Person or More)	19.5
Rod-Reel Combinations	19.4
Camp Stoves	19.3

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NSGA TRADE SHOWS SCHEDULE

1988

NSGA World Sports Expo '88
61st NSGA International Convention & Show
The Imprinted Sportswear Show
October 20-22, 1988 (Thurs.-Sat.)
McCormick Place • Chicago, Illinois

41st NSGA Fall Market
September 15-17, 1988
(Thurs.-Sat.)
Anaheim Convention Center
Anaheim, California

1989

NSGA World Sports Expo '89
62nd NSGA International Convention & Show
September 15-17 (Fri.-Sun.)
McCormick Place • Chicago, Illinois

42nd NSGA Fall Market
October 19-21, 1989 (Thurs.-Sat.)
Anaheim Convention Center
Anaheim, California

1990

NSGA World Sports & Marine Expo '90
63rd NSGA International Convention & Show
32nd International Marine Trades Exhibit & Convention
September 27-30, 1990 (Thurs.-Sun.)
McCormick Place • Chicago, Illinois

43rd NSGA Fall Market
October 11-13, 1990
(Thurs.-Sat.)
Anaheim Convention Center
Anaheim, California

NSGA

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